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A DESK BOOK FOR BUSINESS MEN

EDITED BY

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BOSTON
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PREFACE

THE basis of all progress is a study of facts. The business man who seeks increased proficiency in letter writing wants to know what others have accomplished and how. For him has been compiled this book of letters and facts about letters that have taken part in the building up of strong business enterprises. The facts here set down represent the best products of some of the most competent men in the business world.

No claim to originality is made by the editors. The assistance of some of the foremost writers and authorities on business letters has been freely sought, and each one has made important contributions to the sum of what can be learned about writing and executing business-building letters.

Several recognized experts in business correspondence have contributed chapters on what their experience has taught to be the basic principles and underlying factors of the result-producing business letter. It cannot be claimed that letter writing in its average application has yet reached the exactness of a science, but the foundations of a science have been laid and the superstructure is fast being reared. These monographs should serve as an authentic guide not alone to the ambitious beginner, but to the experienced writer as well.

Many prominent business houses, large and small, national and local in their trade relations, have consented to tell what letters they have used, how they have used them, for what purpose, and with what results. Even a cursory examination of these letters cannot but help to stimulate the average business man to develop plans and prepare letters that will prove of similar value in his own business.

Much credit is due the Consulting Editors for their suggestions and efforts in securing valuable matter contained in this volume. Their sole aim has been to benefit business correspondence as a whole by helping to place it on a more efficient basis.



PART I

THE PRINCIPLES OF LETTER WRITING







Ges, Ir. Poole

INTRODUCTION

By GEORGE WILLIAM POOLE

THE important place held by the letter in direct advertising makes it a subject worthy of the most serious investigation and thoughtful study. It occupies an essential position in the promotion of practically every business enterprise at every stage of its growth and expansion. Probably no one other form of advertising is so generally used by all classes of business, large and small. Its value is well recognized. Its future is assured. It is vested with certain privileges and bounded by certain limitations. The only indictments that can be brought against it are the same that can be brought against any form of advertising. There is much more or less facetious talk about the relationship of the form letter to the waste basket, that kindly receptacle of all, written or printed, that is worthless or impertinent. There is little question that, dollar for dollar, there is far more other advertising than of form letters flung directly into the waste basket without a reading.

Until within a comparatively few years less serious attention has been paid to the writing of copy for form letters than to the writing of advertising copy of other kinds. It admits of no illustrations and no display; in no other copy is genuine human touch so necessary, or so hard to get. Many form-letter campaigns have turned out to be failures; but so also have almost countless newspaper and magazine campaigns. In either case the fault has been, not with the medium, but with the way in which that medium was used. It has been because the campaigns have been lacking in some essential features or details, the greater part of which those who have specialized along advertising lines have now become able to place on a more nearly

scientific basis. Many features of advertising campaigns that once were considered as a gamble, pure and simple, are now matters of ascertained knowledge among advertisers. Such knowledge has come as the result of experience and investigation. Among progressive business men there is going on an everlasting digging for those facts that are based upon the laws of cause and effect. No one man has in his possession all the facts concerning the writing of form letters, and no several men have yet reached the end of what is to be learned. In fact, education along this line is in its infancy. Little by little, nourished by the interchange of ideas between those who themselves make careful deductions from their own experiences, it will grow to maturity, but not within the time of any one taking a part in compiling this book. It is, accordingly, the purpose of this work to set down the facts that have been gleaned from the experiences of some of the largest and most important concerns, as well as those of some houses operating on a smaller scale.

That information regarding the subject of business letters has been less in evidence than regarding almost any other phase of advertising is due, primarily, to the fact that it has been far more difficult to obtain than any other. The average business man is more secretive regarding his letters than of his other advertising methods. Letters are not publicly displayed and distributed, but are circulated within the confines of a carefully guarded mailing list, which in most cases contains few, if any, who are interested in the method by which the business is conducted. Great diffidence in displaying their form letters has been shown by many big advertisers who do not hesitate to commit themselves on other advertising matters. There has been a noticeable lack of confidence and fear of criticism.

That there is a genuine get-together spirit now prevalent among business and advertising men has been fully demonstrated by the hearty response that has been given to requests for material

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for this book. Letters that have brought many millions of dollars in business are here given publication, for the benefit of all who will study them carefully and constructively. It is noticeable, in reviewing these letters, that judicious planning and straightforward, human-interest facts have a far more important part in the construction of form letters that actually have made good than the aptitude for the adroit use of language, or the ability to "wield a facile pen."

The form letter is the most difficult to write of all advertising copy. It is far more difficult than the single letter to an individual. The letter must be written to a composite person, of whom the several parts are common to all of the class addressed. Great pains must be taken not to insert any statement or argument that will offend or fail of response, as every useless word or sentence is an encumbrance that lessens the chances of driving home the argument in a way that will tell in results. This suggests the advantage of selecting and classifying your mailing list with greatest possible care. It means a close study of conditions, of needs, of human nature. The better the classification of the mailing lists the easier it will become to write form letters that will bring a large percentage of results. Of nothing does it seem more true that "what is worth doing at all is worth doing well" than of the planning and writing of form letters; and in no other phase of business promotion is that adage more flagrantly disregarded.

It is my belief that the average form letter can be made to accomplish from two to four times as much as it now does. That it is possible to lay down any specific code of rules whereby this may be accomplished is not to be advocated. It is a problem to be worked out by each individual for himself, and can be accomplished only by exerting his best energies in the proper research and investigation. The study of the elimination of the useless and the acquisition of the elements that make for

clearness and force has not received from the practical business man the attention which it deserves, because he has found it difficult to obtain dependable information outside his own personal experience. The average sales letter is the result of impulse rather than of careful planning. It is true that some business houses have succeeded in collecting a mass of facts, and in establishing standards for their letters, but they are the exceptions.

Writing a form letter does not begin with the writing at all. The perfect letter, if there is such a thing, like every other perfect piece of work, must be the result of a perfect plan. Much knowledge of merchandising, of human needs and human nature, must be had in order to provide a basis upon which a letter to produce the greatest possible results should be founded. A thorough conception of just the position one's business fills in the economy of the people must be the starting point of the successful sales letter. The power of reasoning and the faculty for analysis must be brought into full play.

It is no small task—this planning and writing a form letter. The appeal must be deep. It must reach the very ground upon which the reader stands, and the facts must be such as will admit of no contradiction as he sees them. Show him. Action can best be obtained by the statement of facts that appeal to his reasoning processes. But how can you state facts until you first find them out for yourself? After the facts-all the facts-have been obtained, then there must be a logical arrangement of these facts. There should be maneuvering and marshaling until an irresistible phalanx is formed before the attack is made. Next the enemy's camp must be considered. What is his viewpoint? How can I present my facts so that they will have that element of human interest which will touch a responsive chord in the reader's mind? The difference between letters that will get business from a business man in a metropolis and those that will get business from the leisurely minded rural prospect lies not so

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much in length, as some suppose, as in style. The language must be pleasing, without evidence of straining to make it so. It is a courtesy due the reader from the writer, and will be appreciated—other things being equal—in dollars and cents. The basic foundation of the argument is the individual writer's conception of the business he is writing about and the place it fills in the needs of the class he is addressing. Do not use argument for argument's sake. Make your letter stand out with force of personality—a personality that is pleasing, sincere, logical, and convincing.

All these preliminary steps will serve to fill the writer with confidence and conviction that will not fail to have a telling effect in net results of the letter itself. Find the point of contact between your proposition and your reader, get into his confidence by giving a legitimate reason for writing him; and then, if you have become sufficiently saturated with all the facts in the case and enthused by the genuineness of the proposition you are to make—writing the letter will be as easy as talking to a friend. Of course there must be logical sequence and proper arrangement of facts in each individual letter, and each letter should be written with due consideration as a unit in the series. It is quite as essential, in a series of follow-up letters, to arrange the facts and arguments to be emphasized in each letter according to some definite plan as it is in each individual letter. The final letters in a series should bear the same relation to the series as the final paragraphs do to the single letter—that is, use the strongest and most convincing arguments last. Say just the right thing, and just enough to give your prospect what facts he can readily take care of without confusion. Be careful not to crowd in "just one more" unless there be ample room for it, and remember that the closing paragraph or sentence should suggest action, or at least be strong enough to clinch the nail and make your

point. The too abrupt ending should be carefully avoided. Give it a natural swing—an individuality that will grip.

The dress of the letter—the stationery, the letter heading, the typewriting, the spacing, the margins, etc., all have an important bearing on its success as a business getter. A poorly "processed" form letter is less effective than a printed circular. If it be "filled in" it should match the body of the letter perfectly, otherwise it is better not to attempt it. That business man who pays considerable attention to looks in his form letters will be found, in the long run, to be far more successful than one who neglects appearance in even a small degree. There is a distinct selling value in appearance, and the mechanical make-up of the business letter should always be in keeping with the best standards.

It has been the task of the editors of this volume to gather such information as is possible to obtain, and to present it in a form that will make it readily accessible to the business man working at the high speed required by present-day conditions. The constructive thinking necessary to derive the most benefit from these letters comes as a force of habit to all practical business men, and care has been taken to make clear the essentials upon which judgment must be based. It is first necessary to know what constitutes valuable knowledge on this subject, and that must be determined by men who by their wide practical experience are competent to determine.

The writer has for more than eighteen years made a special study of form letters, and has taken active part in hundreds of mail campaigns. The knowledge thus gained has been supplemented by that of a number of recognized leaders in advertising work. The essential divisions of the subject were thus determined, and writers qualified to cover these various phases of letter writing in an effectual manner were chosen.

INTRODUCTION

It is our belief that the subjects and the writers of the seven monographs which follow will appeal to the judgment of every man interested in knowing more about this powerful factor in the promotion of modern business.







PETTINGELL-ANDREWS COMPANY

ELECTRICAL MERCHANDISE
BOSTON



Carroll Mestaly

THE PLAN

By CARROLL WESTALL

Who has not heard that picturesque exclamation, "It beats the Dutch!" Analyzed, it's the unconscious tribute to the qualities which have made the enterprising Germans our most dangerous competitors in the battle for foreign trade—Teutonic thoroughness, the unlimited capacity for digging down to the roots of things. This faculty the following article has also. With the gusto of an engineer attacking a new and complicated construction problem, yet in an off-hand, readable style, Mr. Westall holds up for your inspection a letter plan. He takes it apart—shows how it works—puts it skilfully together again—then tells you in breezy, man-to-man, practical fashion how to plan your own letters in the same effective way. We urge you to read this article in its proper order. It's logically the first—and moreover an excellent "curtain raiser" for the other chapters that follow.—Note by The Editors.

VER been in Boston? Ever try to get anywhere in the heart of "The Hub" without becoming "completely turned round"? What perverse ingenuity devised its narrow, overcrowded streets that seem to have no beginning or ending, and whose twistings and turnings defy the points of the compass!

Who "planned" Boston? Not the early settlers. They were "too busy" fighting Indians and trying witches. Their successors were "too busy" making money in the East India trade. And so, left to shift for itself, Boston, like Topsy, "just grew," till to-day its crooked streets are the unfailing stock in trade of comic journals and professional guides.

Who "plans" form letters? Not the average business man. He is "too busy." So far from saving his time, the apparent effect of the invention of typewriter, telephone, loose leaf and card systems, and other modern time savers has been merely to "speed him up." Like a squirrel in its revolving cage, he is apt to be too preoccupied with "going through the motions" to realize whether he is actually getting anywhere or not.

Plan form letters? Not he! "Let George do it." And so—as usual—what is anybody's job ends in being nobody's job. The form-letter task, like a homeless cur with a yelp at one end and a tin can on the other, goes vainly "down the line" repulsed by everybody till it finally reaches the clerk, who being the "lowest in succession" can't dodge. But he is too buried in detail to have any breadth of view. He can't plan; he can only execute.

Most form letters show the result of this treatment. They are outcasts. No parents. No brothers or sisters. Just accidents! Like Boston streets they start from nowhere—they twist and they turn—and they get nowhere—unless you call the waste basket somewhere. They remind you of the new house that a friend of yours has built. He proudly ushers you through it. You notice that the parlor opens directly into the kitchen. You notice other things, but you say nothing. Finally he bursts out triumphantly with "I planned this house and saved the architect's fee." You murmur the customary compliments; you think "it certainly looks it." And you mentally decide that when you build you'll have an architect.

Business men are coming to realize that form letters without a plan are like a building without an architect. Form letters are written to get business. Not *some* business, but the *most* business possible. And just as the high-priced salesman would never think of calling on an important "prospect" without first carefully planning and preparing for the interview, so the man who would have his form letters *sales* letters must *plan*—broadly, thoroughly, comprehensively, before he even touches pencil to paper or whispers into the phonograph.

Why are not all form letters so planned? Frankly—because it means work. There's no dodging that fact. And work—especially along new or different lines—is never popular. You see the brain dislikes entering upon a new field—it prefers a rut.

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You have to fight it—hold it down—keep it in the new path. After a while it gives up resisting and presently you discover that that which has previously been difficult has become relatively easy. You have gained a tool with a keen edge and you delight in a new sense of mastery.

But in the first place one is confronted by that mental sluggishness of which we are all more or less possessed—that disinclination to grapple with a problem with the full force of the mind. How are we to overcome this tendency? First, by ridding one's mind of the nervous sense of haste. Resolve to take enough time to see the thing through. Get some good sized sheets of paper and some well-sharpened pencils. Light a good cigar. Select a corner where you won't be disturbed.

Now let's start at the very beginning. Then we'll feel sure we're building on bed rock. Imagine you are a total stranger—a keen, experienced salesman, say—entering your office for the first time. Forget for a while your experience. Lay aside your usual point of view; look at your problem with new eyes. (Yes, I know it's difficult, but it can be done.) Take nothing for granted. Get yourself "in a corner" and ask yourself questions, writing the answers down on paper.

"How can I develop a plan? By thoroughly analyzing my business. What is thorough analysis? Digging down to the roots of things. What's the root of all business? Supplying human needs. What are the fundamental needs? Food, shelter, clothing. What are the businesses called that supply these fundamental needs? Staple lines. Is my business a staple line?"—and so on.

And here I must offer a warning. Be sure that you ask yourself but one question at a time and that your answer is correct. Make each joint true as you go along, or your whole structure may fall. You see, analysis is not at bottom so complex as it may seem. It is merely the comparison of one thing with another.

You're reasonably safe as long as you don't try to crowd too many things into the mind at once. In which case you may find yourself in the same fix as a sensational clergyman who asserted that "premature gray hair is an indication of fast living." Analyzed, his reasoning evidently was:

"Fast" living depletes the energy.
Gray hair is said to indicate depleted energy.

Therefore all people with prematurely gray hair have lived fast."

His error lay in trying to hold more than two "propositions" in the mind at once. Had he divided all hair into "gray" and "not gray," all people into "fast" and "not fast," and all depleted energy into "resulting from fast living" and "not resulting from fast living" he would have quickly realized that in order to prove that all people with prematurely gray hair had lived "fast" he would also have to prove that all depleted energy is the result of "fast" living—a claim too absurd to pass muster. He had put some of his parishioners in the wrong pew; we must be careful not to make a similar mistake in our classification.

Following this plan of not holding more than two facts in the mind at once, we continue with our analysis. Business comes from two sources—old customers; new customers. Financially, old customers are of two kinds—those buying up to their limit; those whose purchases can be increased. From the "good will" standpoint, you have satisfied customers of your house plus dissatisfied customers of competitors; just as your competitors have dissatisfied customers of yours and satisfied customers of their own. Prospective new customers are also of two classes—those now buying of competitors; those not buying at all.

Now we are getting down to brass tacks. We find that new business is the result of "demand," and that demand is either already developed or to be developed; and that demand involves a supply. (Note here that by working upward from the basic human needs to demand, we approach the form-letter prob-

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lem from the correct side—that of the buyer—and thus avoid the mistake of the average business man, who, approaching the question from the manufacturing or selling end, fails to get the buyer's viewpoint.)

To this demand and our supply we now add a third factor—the "medium" by which demand and supply, or market and product—are brought together. This is accomplished by the sales campaign, and we must first find out what place in the sales campaign should properly be assigned to our form letters.

Here we are face to face with some nice questions of policy. Shall we need one letter—or series? General letters—or specific? To go to jobbers, dealers, or consumers? To a number of classes of buyers—or to one class only? To women—or men? Letter to carry the whole message—or short "letter of transmittal" with other printed matter? To boost the general line—or to focus on a single proposition? For general welfare—or for sales? And so on.

Along with these questions we must also consider the facts developed by our analysis of the product itself, involving such questions as: Permanent, all-the-year-round—or seasonable? Necessity—or luxury? Quality high—or low priced? Only one of kind—or competitive products? Many talking points—or few only? One leading quality or "hook"—or several, of about equal importance?

There! We have the foundation facts for our plan, and can lean back in our chairs and rest for a moment. And while we are resting, let's glance back over our course. What did we do?

We analyzed first the basic needs of business generally, then the relation of our line to general business. Next we considered the necessities of the sales situation growing out of that relationship, and finally the conditions as met by the particular product we wish to push. In other words, we dis-

covered that "a plan" meant analysis; that analysis is the comparison of two things and from them creating a third; that the fundamental factors are the buyer and product; that from a consideration of these two—the "demands" of one, the "talking points" of the other—result the sales campaign and the sales letter.

Now we can safely go ahead and lay out our letter or series of form letters. We have the data for a successful consideration of the purpose and keynote of these letters. We have charted the harbor, set our course and can now hoist sail and away. No doubt it has seemed a long process to you. But the longest way round is frequently the shortest way home—"home" being of course the plan that produces the most efficient letters. And if the work has been done thoroughly, part of it will serve as the basis for a future plan on other lines or products in your business—or at least will so develop your power of analysis as to make the next similar problem much easier and quicker to solve.

Bear in mind that I have not furnished you with an exact chart of your harbor; I have merely indicated the necessity for such a chart so that you may avoid the rocks, and have suggested how such a chart may be made.

In a nutshell: Find the facts; find all the facts; be sure you have them straight; find out where they lead to. Then build your letters on your conclusions.

A final thought. It is now impracticable to straighten and broaden Boston's crooked business streets, for it would cost untold millions of dollars. It may cost your business a proportionate amount not to revise your form letters—if you have been writing them without a plan. It certainly will cost you little more than your spare time for a while to work up a plan. And you'll find it will pay.







SCHOOLS OF SELLING

Advertising Salesmanship

SCRANTON, PA



Sholand Hall

THE DATA

By S. ROLAND HALL

The basis of successful teaching—what is it but the collection of adequate facts and their arrangement and presentation in orderly, logical fashion? Mr. Hall's success in treating this important and too frequently slighted division of good letter-writing principles in part explains his success in the larger field of mail instruction. In a simple, unassuming, conversational style that "gets under your guard"—a style, by the way, which is characteristic of all his writing, and which is part of the man himself—he plants some fundamental ideas as to correct fact-collection and arrangement, to later bring forth a good crop in your own work, if you follow him closely. This article will no doubt be read by his own correspondence pupils as well as by those maturer students of advanced business methods who have inspired this volume—and to equal advantage by both classes.—Note by The Editors.

A N acquaintance, regarded generally as one of the most efficient letter writers of America, was asked what he would charge for preparing six letters to be used in exploiting certain real estate. His reply was that he could not conscientiously charge anything, because he did not know anything about the property; and he could not write effective letters about something he knew nothing about. It evidently had not occurred to the inquirer that it would be necessary to furnish this letter writer a great deal of information about the property. and that it would be necessary to classify and absorb that information before real sales letters could be prepared. He probably had the idea, that unfortunately so many people have, about letter writing and advertising—that the clever writer can, without data of any consequence, lean back in his chair, close his eyes, and out of the air pluck details and arguments that will induce people to part with their money.

The fallacious idea about the clever writer's ability to write without data is responsible for a great deal of poor work. The

truth is, of course, that one who is skilful in expression can reel off a letter that is gracefully phrased, and that often calls forth favorable comment. The expert letter writer knows many tricks of the trade: interesting opening, adroit argument and effective closing. But after that, what? A compliment on the letter? That is not what we want as the result from a sales letter; and it is the sales letter that we most often refer to when we talk about "letters that make good."

We are wiser than we can explain. That is, we have a sense that we cannot well describe. That instinctive sense enables us often to read between the lines of mere skilful expression, and perceive that the writer does not really know whereof he writes. That instinctive sense, on the other hand, often enables us to see in a crude letter the real information and the confidence of the writer, and makes us believe the message, though it may not be expressed so gracefully as a more skilled writer would express it. A letter from a farmer, about a lot of pickles that he put up himself, is before me. It has none of the tricks of the professional letter writer, but it tells about the pickles, the care with which the farmer grew them and with which he put them up, how good they are, what the price is, and when he is going to be around delivering. And his letter makes me pickle hungry.

A sales letter is an advertisement—an advertisement in letter form. We put many of our advertisements into that form, because we know that people are habituated to read, with more or less care, everything that comes to them in the shape of letters. The letter goes out with the guarantee of a great government for its delivery. Its "circulation" is assured. It is read by itself, to the exclusion of other things. It is not "blanketed" by other advertisements surrounding it that draw off the easily diverted attention. Consequently, the letter is a great advertising medium. But the letter is, nevertheless, an

THE DATA

advertisement—a good advertisement, a mediocre advertisement, or a poor advertisement, according to whether we have wrought well or ill in our writing of it. And though we think most often of sales letters, when we talk about business letters, let us not forget that the mere acknowledgment, the answer to a complaint, and all the other forms of letters, also have advertising value.

Now, we teach that the effective advertisement must have real data behind it if it is to have a positive selling force, and as the same thing is true of the letter, it follows that we must search for data for our letters, just as we would for data for other kinds of advertisements. If we do not, then our letters are likely to become "as sounding brass or a tinkling cymbal."

A writer of business letters should not flatter himself that the finding of nuggets of real information is an easy task. Sometimes it is only after the most painstaking inquiry and study that what we are looking for comes to light. The letter writer should regard himself as being in the position of a reporter, or a lawyer. He must be a living interrogation point. He can get much by searching libraries and printed matter generally. He can also get a great deal by the use of his feet and his eyes in another way.

There are some things that one cannot do justice to without actually seeing them. There is a confidence, an enthusiasm, an ability to describe graphically, that come only through having seen with one's own eyes that which is to be advertised. If I were going to advertise a colony of small farms, I would no more think of trying to write letters about those farms without first going and seeing the property with my own eyes than I would write love letters to a woman whom I had never met. Imagination is a great creator, and those who have the gift of imagination, in large measure, can do wonderful things, sometimes without much fact with which to feed the fire; but that sixth sense is likely to see through the purely imaginative work.

Wholly imaginative work, and work based on second-hand information must, in business, be inferior to writing based on first-hand data.

A buyer for a large department store was once found by an acquaintance calmly tearing a shoe apart with a pair of pincers. He explained that certain statements had been made about the workmanship and material of the shoe, and he was tearing it up to satisfy himself that the statements were true.

So, then, we have the principle that in searching for data for efficient letters we should, if possible, go and see the things we are to write about, or have them brought to us, and maybe tear something apart. Maybe tasting, hearing, or feeling, is important. I am sure I wrote much better matter about the fig-growing business of California by having specimens of those figs on my desk and by having tasted them.

And then we must ask questions. It is hard to beat the question method. It is one of the oddest things in the business, but true, that the most important kind of information will often remain hidden until it is brought to the surface by a question. A dentist once had an article that he wanted to sell to other dentists. His argument for it seemed good, but something was lacking. Finally, he was asked in what way competitive goods failed to do their work perfectly, if his did that particular work perfectly, and why it did it. Out it came—the real kernel of the nut; but in some way he had missed it up to the questioning.

Once in my own experience I found it necessary to have very full answers furnished to thirty-five or forty questions, and to have specimens of dozens of letters written by a client before I could undertake to suggest improvements in his lettersoliciting plans.

Finally, the people to whom the letter is to be written must be studied, and data collected from them. For, of course, there

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is a buying point of view, as well as a selling point of view, and the data drawn from seeing and studying the thing to be sold must be adapted to the needs, sentiments, manner of reasoning, etc., of the people to whom the letter is to be written. One cannot hope to write letters about vacuum cleaners that will lead women to buy such an article unless a study from the woman's point of view is made. You cannot hope to write the farmer an effective letter about a gas engine, or a sulky plow, until you have secured data about the way a gas engine or a sulky plow fits into a farmer's life.

I recall that I once had the job of selling a city lot situated on a sloping block at the top of a hill. I put in considerable time gathering and assembling my data. Against the objection that the lot was at the top of the hill, and that the purchaser would not have so easy a walk as if he bought a lot on the level, was the fact that the views were fine and could never be cut off. Against the objection that the rear sloped rapidly down to the valley were the arguments that, (1) the lot was lower priced than one entirely level, (2) that a terraced backyard was more artistic than a level one, (3) that a stable, garage, or any other outbuilding that might be desired in the rear, would be down below the dwelling, and isolated, and would not shut off the view. Against the objection that a fire house was soon to go on the corner was the argument that it was to be a small fire house, that firemen were orderly and their presence really constituted extra police protection. For every objection, logical argument was studied out; and much good argument was found to which there were no objections. It was then no trouble to write letters about that lot. There was plenty of data, and the job was merely one of selection.

I have demonstrated, to my own satisfaction at least, that no form letter addressed to a fairly intelligent class of people needs to have names and addresses "filled in." The conclusion

has been forced on me, by a number of experiments, that after all, what counts is the information in the letter—the data. Based on strong data, your form letter does not need a name and address filled in. Lacking that, all the skilful "filling in" you can do won't save the day.

The classifying of data is in itself a task for the master hand. But the general principles are: In the first division, put the data most likely to compel interest; reject the points of such little strength that they may impair the strength of better ones; keep back, until near the end of the argument, data that is likely to repel if introduced near the beginning (such things as high prices, etc.); reserve some strong point for the close.









Office of the President 348 Congress Street Boston



Hury W. Cleman

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THE MESSAGE

BY GEORGE W. COLEMAN

It's a mighty hard job to pry out your own viewpoint and replace it with the viewpoint of the other fellow. In spite of the difficulty of it, the man who writes letters that bring a large volume of business knows it must be done. Nobody better understands this, or knows how to do it better, than Mr. Coleman. Because he sees things in a broad way he is able to do things in a broad way. That's why he is a successful leader of movements which have the force of massed opinion behind them. Mr. Coleman shows us how to get outside of ourselves by concentrating on the facts and the way to use them. His article is well thought out—it's clear—it's helpful. That's the Coleman way—and it's the way to get the message "across."—Note by The Editors.

LETTER without facts is like a body without bones; it won't get anywhere. The facts in the case are good enough for any letter, much better than the most radiant moonshine and much harder to get. First get the facts. Then get all the facts. And finally make sure that they are facts. Don't guess, don't imagine, don't infer; just dig, dig, dig for the facts! There is nothing so interesting in the world as facts.

But don't tell all you know at any one time. If you know a whole lot more than you tell, your very expressions will carry with them a sense of knowledge held in reserve that inspires confidence and trust. You write with an authority that is instinctively recognized when you are able to pick and choose among a wide range of facts.

Having all your facts before you, it is a great study to know which ones to employ and in what order they should be marshaled. Now here is the place where you *must* imagine, guess, and infer unless you have an intuition that leads you unerringly to the mark. You may have an exact knowledge of your own proposition, but you can be only more or less acquainted with

human nature. This is where that wonderful force called personality comes strongly into play. It is at this point that what you are counts for more than what you know. And if you can combine a full knowledge with an effective personality nothing can stop you from writing letters that will do the business.

Your personal gifts, your experience of life, your innate understanding will determine your arrangement of the facts. the aim being to arouse in the reader of the letter an interest that develops into desire and culminates in decision. is no rule of thumb by which this may be accomplished. man who can do it can do it in more ways than one. The man who can't do it can't do it anyway, no matter how much you show him. But you will not know whether you are the man who can or the man who can't until you work it out for all you are worth. And your very labor may give birth to an unsuspected letter-writing talent. It is not always the most likely man who succeeds best, but generally the one who works the hardest. This is as true of professional letter writing as of anything else. If you have a knack for letter writing you are at a disadvantage with the man who has got to work for it, because if he keeps at it he will outstrip you in the long run. While you are wearing out your knack he will be building up a substantial ability that will stand the severest tests.

The man who has some gift of expression is more in danger of turning on radiant moonshine, while the man who has to dig to find out what would best be said is more likely to unearth some hidden or unobserved but powerfully interesting fact. The temptation is to think you know all the facts. This is where the value of an analytical habit of mind comes in. It enables you to see a thing all broken to pieces while it still stands before your physical vision as a complete whole. It is a universal instinct of the human mind to like to see a thing taken to pieces. Like the child, we want to know what it is made of.

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A power for mental dissection reveals treasure facts that for letter-writing purposes far outweigh the value of the most felicitous phrasings. This applies just as truly to the analysis of an idea as to the dissection of an article of merchandise.

When you have mastered the facts of the case, then you might give your attention to the importance attaching to the point of view. The keenest facts do not make an effective appeal to the mind unless they can easily and naturally be applied to something in which one is already interested or about which one already has some knowledge. Of what use is it for you to try to interest me in the purchase of an automobile by telling me the vital facts about cylinders, tires, engines, coolers, and the like when all your talk is pretty much like Greek to me? If I already have a machine and you are trying to sell me a better one, doubtless that might do, for I would be supposed to know something about those things.

No, you are approaching me from the wrong point of view. What you must do is to show me how a busy man with no time for additional pleasures, and not inclined to extravagant show, can use a machine to increase his efficiency, save his time, promote the health of his family, entertain his friends, and serve the sick and the poor. I am already interested in such matters, and if an automobile has any application to such things, then your facts along that line will interest me at once. Later you can tell me all about the mechanism.

In other words, after you have acquired a great range of facts from your own point of view you must turn right around, if need be, and do your best to see them from the point of view of the man whom you are seeking to impress. You will find the same facts taking on entirely new colorings. It is up to you to pick and choose those that will relate themselves to the other man's present knowledge and feelings. You have got to start in at the place where you find him, else you will never

get the chance to pull him along to the place where you want him to go. Your minds must meet, as the lawyers would say, on some common ground before you can expect him to follow your reasoning to some conclusion as yet new to him. A point of contact must be established, and that you can discover only by taking the right point of view.

Now we are ready to employ this talent for expression, this requisite which comes last and is generally put first, and sometimes both first and last, in letter construction work. Having absorbed the facts, gained the point of view and selected your approach, you are ready for the element that might be called "human interest," for the lack of a better designation. It is to the letter what personal appearance and manners are to the salesman.

First of all, your language must be clear and unmistakable. No involved statements or ambiguous expressions can be tolerated. And whatever style of phraseology is best suited to the letter in hand, let that style prevail throughout. To introduce flippancy into a dignified communication or to employ a stilted expression in the midst of a flow of colloquial language is very much like presenting a personal appearance in overalls and a dinner coat. For whatever style you elect to use, see that it is shot through and through with the human-interest element. This is where the gift of expression plays an important part. Entirely independent of your facts, and without relation to your argument, see to it that your modes of expression vibrate with human interest. Better almost than any one else I know, Thomas W. Lawson of Boston has the gift of injecting a lively human interest into his phrases. But you would fail disastrously were you to try to copy his way. It must be your own human interest that you pump into your writing.

And this brings me to the last point that I want to make. Everything that you do and think goes to make up your char-

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acter upon which you must draw when you are seeking to give a human interest to your expressions. Therefore the larger the life you live, the wider the range of your reading, the deeper your moods of contemplation, the more numerous your friends and acquaintances, the more vital contacts you have with life, the larger will be the reservoir of human interest upon which you may draw when you are seeking to persuade others to do what you want them to do.

To shape your message well, then, get the facts, find the point of view, select your approach, and salt and pepper with human interest to suit the occasion.







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George French

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THE STYLE

By GEORGE FRENCH

An agreeable personality casts a delightful spell over all who come within its influence. It softens the "crust" of the most unapproachable business man—softens it as probably nothing else does. In the hands of a salesman it is a tremendous force. Mr. French tells how to work that personality into the "style" of your business letters—tells what it will do for them, and why. Mr. French is an enthusiastic student of style and lays down some fundamental and practical rules for the development of a result-getting style—a mastery of words that will carry your message straight to the bull's eye. These are the very rules which he himself has followed in developing his own style. This article is something to read carefully, to think about, to remember. Something to take into your own business for profit.—Note by The Editors.

HEN I am to meet a man who has it in his power to do me a favor or give me some business, I take the precaution when I dress to don a freshly pressed suit of clothes, select my most becoming shirt and cravat, get shaved and manicured, have my shoes polished, and wear my most agreeable countenance. When I meet this man I do my best to make a good impression on him. I try to remember all I know about him, and I study him, and try to get leads from him all the while I am shaking his hand and asking about his wife and children. I endeavor to throw around him an aura of agreeable impressions. I try to lead him gently up to the business in hand, along a pathway that will fill his sub-conscious mind with pleasant feelings, and gently incline him in the direction of mercy for me and my quest. I conduct all the talk in a direction that I believe will agreeably interest him, and when we come to the hard knocks of the core of the business proposition in hand, I try to so present my side as though it were his side, to make him feel that I really am willing to make his cause my own.

We all do this, to some extent—to the extent that we understand how to approach a fellow being who may do us a benefit or an injury, as he may feel, or find it for his profit. What we try to do is to turn this man into a way and manner of feeling that will incline him to be pliable to our will and consenting to our request. We all know that it is thus that the great battles of business are won, or at least saved from being the defeats they well might have been. The impress of an agreeable personality is the greatest asset a good salesman has, after his goods. It is the constant study of the good salesman to perfect himself in the art of reading human nature, and of making men do that which is for his profit.

The good business letter must also be built upon exactly these same lines. It must be an agreeable object for the eye to catch, as it emerges from its envelope as well as when it lies on the manager's desk for his rapid attention. It must do somewhat better than this, and be an agreeable object as it still reposes in its envelope before the sharp point of the clerk's opener seeks vantage under the gummed flap thereof.

The physical appearance of the stationery has much to do with the reception a letter gets, and that matter is dealt with in another chapter of this book; but I must here insist that the stationery must be right to begin with. The best business letter that can be composed and typed by the best typewriter ever trained loses much of its initial force if it is written upon a letter sheet that is slovenly or tastelessly printed and designed, or inclosed in an envelope that is not of itself an agreeable object for the eye to rest upon. And having proper and properly printed stationery, we go at the letter.

The style of the letter depends upon the writer. There is nothing in the way of rules that can be laid down for the guidance of the writer of business letters. Mr. Arnold Bennett has said that style is the form of words in which one conceives an

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idea. "The idea," he says, "can only exist in words, and it can only exist in one form of words." The man who wishes to have a good style for his business letters must therefore have the right ideas about his business, and about the person to whom he intends to write a letter. He must have a very vivid notion of the person. If he does not personally know him, he must build up in his mind the best possible conception of him—visualize him as well as possible from the revelation of personality that has been made in previous correspondence or that has been imagined by the writer. If there has been no previous acquaintance, and no clue at all, then the writer must assume that his correspondent is at least a human being, and therefore susceptible to the charms of urbanity, frankness, an evident desire to satisfy, and brotherhood.

I often feel that writers of business letters study to make them cold, perfunctory, antagonistic, meager in information in fact, all that they should not be. And especially does it seem to me that business correspondents neglect the great advantage of the English language. This English language has within its less obvious reaches much advantage for the business correspondent. Read James Howell. He knew how to drag from its lair the one most proper word to wing with his idea, and how comfortably do those ideas float and skim through the rarified intellectual atmosphere of his letters, and alight secure within the reader's consciousness. Accepting Mr. Bennett's dictum that there is but one form of words for one idea, it is evident that we should know about all the words there are from which to choose, else we do not get into the letter just the idea we wish. The letter writer who wishes to be or become a good letter writer should pay much attention to classical literature fill himself with those authors who are noted for their felicitous use of English; for in a letter it is the felicitous phrase that must do duty for personal appearance, for the ingratiating man-

ner and the winning smile, for the quick acceptance of any challenge of predisposition, for the clean shave and the becoming cravat.

Urbanity, it seems to me, and explicit statement, go hand in hand in the making of good business letters. Combativeness should find no place in correspondence. Dignity, yes, a-plenty of it and always. But there is always some distance between the hot answer and its receipt—distance of time and space and there is not the same atmosphere at the receiving point as at the sending point, and not the same understanding of conditions, and not the same temperament, and not the same degree of charity—or absence of charity. So the letter must be brought onto the common ground of urbanity, of explicit statement, of patient exposition, of charitable tolerance, of practical brotherhood. In conversation one may plunge and rear, and then shift to safer ground; accuse, and then apologize; give body blows, and take them; free the mind, and listen while the other man frees his. Much ground can be gone over in a talk, but in a letter there is but the narrow path of simple statement and clear exposition. Pitfalls must be avoided. Doubtful points must be ignored. A generous word will expunge a whole verbal tirade, but a small sneer in a letter sears and burns and cankers for as long as paper and memory last.

Many business letters give no slightest clue to the personality of the writer. They fall upon the reader's spirit like an arctic breath. They seem to come from a cold void. They create shivers. They are couched in the most formal and colorless language, and give no hint of humanity. Tom Reed was once caught in New York on a very cold day, with nothing better than a light overcoat to protect him from the biting east wind. A friend met him, and sapiently remarked: "A cold day, Mr. Reed." "Yes," piped the great Maine wit and politician, resenting even in his own misery the frigidity of the President he

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served with, "Benjamin Harrison must be somewhere about." The cold-natured man never gained the love or fealty of the warm-blooded wit. So the cold letter never wins its way in business. The man who writes himself into his letters, and takes care that that self is agreeable and persuasive, is the man who can count more than two percent returns from his correspondence, and his circularization if he writes the copy himself.

And with all these qualities for a good business letter, there remains one more major element—honesty. There are such a proportion of business letters that are framed to let one into a pitfall; and the pitfall is usually in plain view of the honest reader. It is so refreshing to receive a business letter that manifestly has no reserves, no equivocations, no subtle hiatuses, no double entendres, no phrases that may mean two or three things, no manifest evasions, but which goes straight to the point as the arrow to the target. There are such, and they are those that influence business quicker and more consequentially. It is so much the better policy to write honest letters. Even poor goods are the easier sold if the truth is unflinchingly told about them. and the price made to fit the degree of poorness. The deceptive letter returns to the writer, bringing toll. In the long run the percentage of profit in business is higher for the honest man than for the "skin," and in the long run the man who writes honest letters gets more for his pains than the man who tries to cloak his evil designs with plausibly false letters.

But we come back, do we not? after any survey of the elements of good business letter writing, so far as style is concerned, to the core of the problem: "The idea can only exist in words, and it can only exist in one form of words." And we come also to the core of the problem when we conclude that as is the man who writes the letter so is the letter. Therefore we must urge that the man who writes the letter look carefully within himself for the power he wishes to get into his business letters,

and always remember that he is writing to men with blood in their veins, and sensibilities as acute and finely attuned as his own. Noblesse oblige. The business letter should be a part of the business man, and fitted to become a part of the business man to whom it is addressed. The chief thing to remember is that in writing one is communicating with a man, and that the message will be effective or ineffective pretty much in the proportion of the humanity that is put into it.









260-261 BROADWAY NEW YORK



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THE OPENING

By J. GEORGE FREDERICK

"Fools rush in where angels fear to tread." That is why Mr. Frederick believes in headwork before action. Time was when the ability to "sling smart sayings" was considered a winning qualification in the opening of a letter. The "Game of Talk" was quite the thing. Read what a man who knows has to say—a man whose fingers are on the pulse of the business world, and who recognizes what efficiency of ideas really means to the business man. He shows just how unscientific the so-called "scientific approach" usually is. Securing attention in a letter is not something to be accomplished through subtlety, foxiness, or "hypnotics." In Mr. Frederick's article the once prevailing ideas of what was a good opening paragraph are held up to ridicule in a manner that makes his facts stand out by contrast with great force. Mr. Frederick makes it easy to see what an effective opening really is—and why.—Note by The Editors.

THE opening sentence of a form letter is the letter.

If these words do not say anything, there is no conception of philanthropy that could reasonably urge any man to read more. In the course of eight or ten years I have seen a very curious and significant evolution of the form letter, and it all swung, as on a pivot, upon the opening of the letter.

Who doesn't remember the hurrah days of form letters, when as preparation for writing an important form letter we horsewhipped our Pegasus, fed ourselves ginger until we reeked and got dizzy with verbal intoxication as we penned an opening paragraph calculated to put the equivalent of fifteen volts into the reader?

We singed his eyebrows with a "starter" like this:

"You're losing a big wad of money every day! Stop it!"

Or rapped his knuckles after this fashion:

"Forget everything you ever knew about engines, and let us show you something."

Then we went on careering like a Kentucky Colonel, well

heeled with corn juice, at a Democratic banquet. We glowed with satisfaction as we wound up with a hurry-up slap on the cheek, and considered that the victory of Gettysburg was a cock-fight compared to the magnificent and masterly manner in which we had swept into tamed captivity by scores and hundreds our natural prey and enemy, the reader.

But the gaff has dulled wofully in recent years. It not only fails to get into a man's vest, but incites derisive mirth, or silent, deadly scorn. It has no more edge than a wooden spoon—as a weapon it belongs in the armory of ancient days.

For we have become a businesslike generation in advertising. The housewife, the farmer, and certainly the dealer, are businesslike to the Nth degree. To carry snap to them in form letters is a perfect parallel to carrying coals to Newcastle. They can each outsnap the snappiest snapper who ever snapped.

The American housewife no longer runs joyously to the gate to meet the postman, and breathlessly peruses five-paged, single-spaced form letters. Nor do farmers. And dealers!—they have grown gray in the art of dodging bunk.

All of them are looking for ideas. They are all far more keen for points affecting their interests than they ever were. They read more and think more. And that is why the opening of the form letter to them is important. They demand an idea, or they quickly pass you on to their true friend, the waste basket. The modern retail idea is quick sales and many of them; and speed is a necessary factor. In the old days salesmen used to loll around a dealer's store for hours, chinning; but to-day both are too busy.

The form letter has got to keep pace; and the opening sentence of the letter is the cue to the whole performance. The rest of the letter should simply be concentrated, specialized backing up of the idea in the opening sentence.

Suppose you are trying to sell an adjustable office chair

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to a business man. The general "pull" in your proposition is more comfort at his daily work. But so many hundreds of advertising men can't see two vital things: (1) that the argument "comfort at your daily work" is not an idea, but a generality with no "hook" to it. (2) that the reader looks for not only a definite idea with a hook, but an idea applicable to his side of the fence.

Six out of ten of even good advertising men will start their form letter somewhat in this fashion:

"Hundreds of office men are buying this supremely comfortable office chair."

The number of people buying this chair is primarily an idea from *the manufacturer's*, not the *reader's* side of the fence, and the talk about comfort is far below the status of a real idea. Suppose the opening were to read:

"You can increase your daily business efficiency by at least twenty-five per cent by using an office chair that rests the small of your back."

This, and more of it, is mathematically, psychologically, and common-sensely bound to land on the bull's eye, because it is the bull's eye of the whole matter. There is an unescapable hook in that sentence, because it carries an idea—an idea from the reader's side of the fence.

And see what you've done by starting your letter in that way: You have, at the first stroke, put your reader on the alert for more; because there isn't a business man in America who will not be interested to some degree by that opening. Not because there is any magic advertising genius in the writing of the line, but because the *ideas in it* chain the reader to your wheels by sheer necessity. And there is the innermost psychology of the form letter—the work lies not in words or writing, but in marshaling ideas in their best order and combination before ever putting pen to paper.

The opening sentence is doubly important in a letter because it is the only "headline" it has. Printed advertisements have display headlines; form letters have no display except that which is in that first sentence.

Motto: Unless you have an idea for a strong opening sentence, don't write a form letter.







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THE BODY

BY WM. H. INGERSOLL

When we see a man whose frame is well "clothed" with good firm flesh we say he is a man of "body"—"substance." This is the thing most needed between the introduction and the conclusion of a letter—and it is just this body which Mr. Ingersoll's article has—the very thing which he tells us in so masterful a manner how to build into the structure of a business letter. Mr. Ingersoll is serious in urging far-and-wide search for truths—truths that have "body" to them. The Editors know of no man better qualified by temperament, training, and practical habits to deal with this hard-work subject. This monograph is "meaty." You will not exhaust its suggestions in one reading—or in several. You can return to it again and again with advantage.—Note by The Editors.

TO convince and persuade is the function of the body of a letter. It must do the hard work.

The opening is largely a matter of strategy for the purpose of getting favorable attention;—strategy demanding a knowledge of human nature to be sure, but strategy nevertheless. The closing, likewise, is characterized by right tactics in clinching what has gone before. But the heavy duty of the communication falls upon its body.

It is here chiefly that we give effect to the plan which has been decided upon, the analysis made, the data gathered, the message to be conveyed, the aim, and the other features of preparation treated in the preceding chapters. All of the principles heretofore discussed are most heavily drawn upon in writing the body of the letter.

Here we must perform the arts of holding our correspondent's interest and gaining his confidence while placing our facts and message before him, convincing and persuading him to do whatever it may be the purpose of our letter to accomplish.

For letter writing, especially business letter writing, has a more concrete aim than general writing. It seeks to get the

reader to do something, to act, rather than merely to inform, instruct, or entertain him.

The action sought may be the ordering of goods, the settlement of an account, the performance of a service or favor, the release of a condition, or anything that one business man may want of another.

In any case, the task is the same. The letter must get the correspondent to passively agree and then to desire, decide, and act. The body of the letter gets this passive agreement; it smooths out the obstacles; gives the reasons, proves its points, and induces that state of mind where just the right word in the closing clinches the whole issue and secures favorable decision and action.

The steps to this agreement are conviction and persuasion. They are what make men do things. They get the *response*. There are some definite methods of value in inducing these mental states which it will pay us to note in this chapter.

But now let us suppose we are writing a letter. Our opening has been made in a way that cannot fail to command attention. Then what are the processes to be followed to make the body effective? We have stated and restated what the body must do; how it shall do it is the question next in order.

With reference to the foregoing chapters we need not more than mention here as a matter of course that we will refer to the plan and basic analysis which has already been outlined, and will make use of every item in all our work of preparation which can be turned to advantage in writing the body.

Especially will we keep in mind the purpose of our letter and the keynote determined upon when we made our plan. The style to be followed will similarly be held before us.

At the outset we recognize some essentials which characterize all good writing. Unity is one great principle underlying perfection in every individual thing. Unity means one-ness,

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completeness, and as applied to letter writing particularly it means coherence, agreement of parts, absence of purposeless repetition, "hang-togetherness." It suggests the importance of fixing upon the *central thought* which is to dominate the communication. This central thought is the kernel around which the whole letter is written. It is the essence which is to flavor the compound. This thought can be expressed in a single sentence, when once it is understood, yet to be fully comprehended in its various relationships affecting the purpose of our letter, it needs amplification and elaboration. And the entire letter is merely this necessary amplification. When finished it leaves but the one vibrant thought, without confusion or mixture of ideas.

Thus does unity conserve that singleness of impression, that vividness, that unwavering decisiveness which eliminates alternatives and in the very nature of things leads to the one course of action which it is our object to secure. We will strive, therefore, to have the body of our letter a unit and unified with the opening.

Balance is another principle to be observed. All things need balance to be comprehensible, convincing, and pleasing. Balance means keeping the parts in their relative place and importance. In letters it also means that substantial evenness of impression permitting continuity of thought. An unbalanced man cannot command confidence because certain of his faculties are overdeveloped at the expense of others. So it is with letters. We have been careful in planning our letter to analyze our points and arrange them in logical sequence. In writing the body we must continue this care, in order that none of the points shall be so overfeatured as to interrupt continuous thought or overshadow or obscure our main theme, thereby causing our case to rest and be judged, not upon its principal appeal but upon a secondary one.

The principle of emphasis is another to be employed. Emphasis lays stress on particular points to be noted and remembered. It is opposed to balance in principle yet must be subservient to balance. It is the moderate disturbance of balance for the purpose of avoiding monotony and giving fresh stimulus to the reader as well as to make certain supporting ideas stand out in furtherance of the central thought. Carried to extreme, however, emphasis breaks rather than stimulates the chain of thought, gives prominence to more ideas than the mind can clearly comprehend, dividing and weakening the final impression, and gives the subordinate precedence over the principal appeal.

Absolute balance would lull the mind to inactivity. Emphasis jars it back to take fresh hold at important junctures. There are a number of methods of emphasizing: The position in the letter, the paragraph or the sentence partially determines the emphasis given to a point. The beginning and end are the most prominent positions. A departure from the ordinary grammatical construction or arrangement of words, the choice of unusual words, increased or diminished vigor of expression, the use of capitals, italics, underscoring; in short, any form of contrast insures emphasis.

But to be effective emphasis must always be kept within the limitations imposed by the more important principles, unity and balance, so we will follow our analysis and see that our main thought is never out-shone by any of its dependent thoughts.

Unity, balance, emphasis, harmony, motion, and color are universal principles common to all modes of expression. The writer as freely as the artist or musical composer has recourse to each in interpreting his thought. High color is not less known in writing than in painting. Harmony in written expression is as potent as in art or music. The motion of the march has its counterpart in the picture full of action or the energetic letter.

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Space permits no fuller reference to these powerful and flexible forces with which nature has provided us to reach the understanding of those whom we wish to influence. But their importance is apparent because they are all of the qualities needed to arouse any shade of thought or feeling of which human beings are capable. And since the body is all of the letter save the opening and closing, since it is the lengthiest portion and most varied in appeal, it is the place where these principles are chiefly called into play.

But the foregoing are merely *characteristics* of good productions—not the productions themselves. They are the essential qualities which make the productions expressive, understandable and convincing.

The *thought* which these qualities should characterize is the real *substance* of the letter, however. To accomplish its purpose of convincing and persuading, the body of our letter must be fashioned over the mold of the mind of man.

We know what it is that interests people. We know what moves them to do things. We will, therefore, adapt ourselves to the structure of human nature in forming our communication.

We will commence the body of the letter from our correspondent's point of view. He will be interested in doing what we desire only in the degree that he is impressed that it concerns him and coincides with his interests. Gradually we will lead him around until at the end he is ready to accept our viewpoint and do the thing that we recommend for his own advantage—immediate or remote.

Throughout we must maintain his confidence. A motive, wholesome and sound, must be breathed into all we write. Only reasonable, believeable, statements or claims will be made. Thus we will inspire trust both in our intent and judgment.

There are two sides of human nature with which the body of our letter deals: One is reason, the other the feelings or emotions.

To get people to do things, we first convince them or get the assent of their reason; then we persuade or prompt their feelings to induce action.

Conviction is mostly a matter of reason, and it is evidence that satisfies the reason and convinces most quickly and surely. Consequently, in the early part of the body, having interested the reader from his own viewpoint, we will describe what we have to propose and then, by referring to our prepared data, we will marshal our facts in telling form.

The most convincing evidence is that which includes enough supporting detail to make it real and vivid. In all great legal cases it is the numerous confirming details woven together into circumstantial proof which provide the foundation on which verdicts are secured. Figures, tests, and the testimony of others, furnish very convincing evidence. And so, having arrayed our evidence to permit of only one conclusion, we have the assent of our correspondent's reason, and it is left for the body of the letter only to stimulate the desire which must precede action.

But what an important point we have reached!

We all like to think of ourselves as reasonable beings. We pride ourselves that the intellect holds sway. But the fact is that we are prone to do what we want to do rather than what is reasonable or prudent. To be sure, the intellect must be satisfied or allayed or it steps in to object to action, but nevertheless it is even more true that we are only too anxious to find reasons for doing what we want to do. And when reason has been subdued, if desire is strong, action is sure to result if conditions permit.

Desire is a matter of feeling. It belongs to the emotions. It responds to persuasion.

Nearly all that we do is decided in anticipation of sensations we seek. The need of warmth and covering dictates the purchase of clothing, but the suit we select is the one that we believe

THE BODY

will most fully satisfy the pleasurable sensations that a well-fitting, stylish, becoming suit may give us. The feelings of satisfaction which a good appearance before others gratifies is more controlling in the choice of our clothing than its warmth or durability, yet the efficient salesman will not overlook these latter appeals to our reason in paving the way to his final appeal to our feelings of pride, beauty, and self-respect.

Therefore, in concluding the body of the letter we will strive to touch the imagination and stir the emotions of our correspondent. Since nature has ordained that men are moved more by feeling than reason, we will picture the satisfying sensations which the acceptance of our proposals, the possession of our goods, or the doing of our service, will give.

What are these feelings and instincts over which our thoughts may play as the fingers over the strings of a harp?

Curiosity, gratitude, pride, pleasure, benevolence, sympathy, the sense of the beautiful, comfort, convenience, the social instinct, the parental instinct, fortitude, enthusiasm, recreation, acquisition, faith, courage. These are some of the appeals which set the human instrument in vibration. Every business proposition can be attuned to certain of the human instincts.

Life insurance touches a man's affection and solicitude for his family. Jewelry appeals to one's sense of beauty, love of adornment, joy in following popular customs, and delight in displaying one's prosperity and artistic taste.

Jewelry would be but unsought metal and stone save for the allurement thrown round it by these divinely implanted human instincts, the very same which in other directions make for sturdier virtues like self-respect, courtesy, confidence, and desire for good reputation. Machinery itself makes its strongest appeal to the mechanic's innate love of workmanlike construction, accurate operation, and efficient production.

Consequently while we employ the weight of logic in gaining the support of his reason we end the body of our letter with an appeal to our correspondent's human side, certain that it leaves him in that emotional state of mind which the climax in our closing will crystalize into an emphatic "I will."







AMERICAN MILITADI COMPANY

Enctors & Owners Offices 40"Street & Relley Ave.N.Z. CLEVELAND



Vimhrift

THE CLOSING

By TIM THRIFT

Whatever is worth doing at all is worth doing way through to the finish. Mr. Thrift tells in a plain-to-be-seen way how to bring a business letter to a close in a way that will get the reader to act—act in the way that you want him to act. Unless you accomplish this all that has gone before avails nothing. Mr. Thrift has made some striking comparisons to show how to force action. He has suggested some ways of getting new angles on your own proposition—new arguments and ways of "closing the deal" that perhaps you have not thought of—some methods that seem worth trying out. His article is a "closer" from start to finish.—Note by The Editors.

ALL parts of a form letter are important, but perhaps none more so than the close, for what does it profit a man if he has successfully introduced himself and stated his proposition well, if he cannot close in a manner that will leave a good taste in the mouth or get the action desired!

You are all acquainted with those salesmen—and their name is legion!—who can carry a deal through to an almost successful conclusion. They understand "approach," how to get to the prospect and start off with a good impression. They can present their goods most persuasively. They have confidence in what they have to sell and can instill that confidence into others. But when it comes to the fatal moment, when the name is to go on the order, they fall down. They simply aren't there.

It is the same with many form letters. They carry you through all the stages of attention, interest, desire, and resolution to act, but they fail to impress you at their close of the necessity for definite action. They do not tell you what to do and then concentrate on getting you to do it.

So, while it is of the utmost importance that all which goes before shall be right, it is even more essential that your con-

clusion shall be right as well, or the letter might better never have been written and sent out.

Bear in mind that when you have arrived at the close of your letter you should be ready to quit. In other words, let the close be sharp, concise and to the point. If you want the reader to do something, tell him very clearly what he is to do and then persuade him to do it, not by stringing out the letter with arguments why he should do it, but by impressing upon him sharply the direct command for action.

Too many letters, when they have reached the closing point, begin all over again and re-hash all that has gone before. There are times when this may be done to advantage, but these are so rare as to be the exception and not the rule.

The following illustrates a rehash of the body of the letter, and is, in reality, an extension of the body into the close. This cannot be said to be a close, in the general acceptance of the term:

"This is just the time that a selling effort in this field will pay. 1911 will be a record year in the Blank Industry, and all of the 25,000 manufacturers of Blank Products are making their plans accordingly. There is great activity now in the enlarging and bettering of plants, and a good market for you. A large number of Blank manufacturing plants will be constructed during the next six months. This big number is issued January 1st, and copy should reach us before Christmas."

Note that these are all general statements. Even if the reader is interested in the information conveyed, what action he is to take is left to his own inference. Leave nothing to him, where it is possible to suggest some definite thing he is to do.

The letter from which this close was taken was sent out early in December. The time was short for copy to get in for the issue it was intended to promote. How much better, then, this close would have been:

THE CLOSING

"You have just two weeks to take advantage of this opportunity to get your products before a live market. And the limit of that time doesn't guarantee 'position' in our special number. Mail your order to-day—no matter what space. Copy can follow, but space will be reserved then. This is too important to neglect. Act at once. Use the enclosed order form."

Here the time element is impressed upon the reader's mind. He is made to appreciate that this is something which cannot wait. He must take action immediately, if he is to get in on a good thing.

If possible the close of a form letter should be presented in one paragraph. Sometimes two are effective, and even three, the second and third consisting of short, pithy sentences. But it is best to adhere to a single paragraph close where this can be made to carry the message.

The principle is the same as that of an interview. When your proposition has been presented very thoroughly, there is danger of talking the prospect out of a buying frame of mind if you linger with him too long. What is said after the salesman has risen to his feet and taken his hat very often ruins all that has gone before.

A long drawn-out sermon or lecture is a like example. You may have been interested up to a certain point, but past that point the discourse grows wearisome, because your own mind has reached with the speaker the climax he sought and you protest against going to others. You mentally exclaim, "What a fine place to stop."

By the time you have reached the close of your letter you should be in a position to explain the final details quickly and there should be no necessity for drawing them out. If there is, you have failed to convey in the body those important facts which are essential to correct understanding.

Above all, avoid being flippant. Do not create the impres-

sion that you are now through with the "bread-and-butter" stuff and are relieved that you can say "so-long." The prospect will sense the same relief and with a hurried glance at your conclusion toss the letter aside.

Instead, impress the importance of the closing admonition. Here is where whatever benefit he has in store will accrue to him. These are words which should be heeded. These are instructions he should follow. Only by doing so will he be just to himself.

Express the selfish viewpoint, too, but see that the selfishness is not wrongly placed. Appreciate first that the reader is always interested in himself and in his affairs, his profit and what will profit him, but rarely, if ever, in your concerns. Therefore appeal to his selfishness. Give him to understand that the action he takes in response to your suggestion or command will be advantageous to him. It is something for his good.

Too often we see the shoe on the other foot. In other words, the writer of the letter impresses the reader with the thought that he (the writer) will materially gain through the action taken, and fails to point out to him (the reader) where he gets off.

An instance of this is shown in the following close:

"If not in the market at the present time, inform us how soon you will be; and remember, we want your business."

Very kind in them to want the business, to be sure, but what have they done to deserve it? Here the selfishness is wrongly placed. The writer has a profit in prospect, but the reader is not only called upon to put himself out for the benefit of the other fellow, but he is asked to take action in a way which promises nothing in return. It is quite natural that the concern which sent out this letter should want the business, but let them first indicate real reasons why they should have it and wherein the reader will profit by giving it to them.

THE CLOSING

There is no better way to analyze the close of form letters than to study those which come across your desk. You will find the majority of them redundant with stock phrases and meaningless terms. The author of "Do it Now" should have been pensioned long ago and his classic thrown into the discard. When all other closing admonitions are exhausted we find this one brought forth, burnished up and presented with all the ardor of discovery.

If you find it a difficult task to get a good close, call in one of your best salesmen and put the proposition up to him. Ask him how he brings his interviews to a close. The chances are that he will give you some short, succinct phrases that will be just what you are looking for.

But do not tell him you want these for a letter. My, no! The great trouble with most salesmen when they go on paper is that they get "write-fright." You will find this true through thousands of form letters. Their writers may be men who could sell coal in Newcastle, but because they must put their arguments on paper they grow fearful and concoct the most amazing balderdash. Therefore do not let your source of inspiration suspect your purpose. Get his good fresh viewpoint and then let yourself be the buffer between him and the type-written page.

Finally, ever bear in mind that the close of any form letter put out to solicit business, should, first, last and all the time have action in it. It is the "clincher," the one thing remaining to make the letter a success. Unless it is well done, unless it is handled in the right way, the whole effect of the letter will be lost. Look over your letters. See if they have the proper persuasive power at their conclusion to get the action you want. If they haven't, this is probably the reason why returns haven't been greater. Analyze and reconstruct!



THE MECHANICS OF THE LETTER

By GEORGE FRENCH

The first glance at a caller usually gives you an "inkling" of whether or not you care to cultivate his acquaintance. Of course you "size him up" by his dress. Correctly clothed, he stands a good chance to get a hearing. If he succeeds in "breaking through," the first impression weighs big in his favor in the final summing-up. The "dress" of a business letter gives you an "inkling" of what kind of firm it comes from, and whether or not you want to do business with it. There are many little details, and all important, that must be combined to make up a well-dressed letter. Mr. French is a master of these details. He has the artist's eye. He tells how and why correctness of mechanical details—stationery—printing—typing—spacing—color effects—etc.—do make a difference in the results of a business letter.—Note by The Editors.

IT is not all to be able to indite a smooth and insinuating letter that shall put the case in hand in the most favorable light, and do all that written words can do to extract from the recipient the action or the decision the writer wishes to get. That part of the letter is very important, but it remains for the mechanics of the letter to give the vital text just the right medium in which it is to go to the reader, and just the best dress to captivate his eye when he slits the envelope and begins the battle with his distant correspondent.

There are some business men who open their own letters, who take the first one on the morning pile and open it, and then the next one, and so on down to the last one. There are other men who shuffle the pile through their fingers and toss certain ones aside for some future hour. This kind of a man selects those that he knows have an immediate message for him, and those the appearance of which appeals to him, and deals first with them. All men, when they come to read their letters, are favorably impressed by those letters that are attractive in themselves. Many a hardheaded business man may be found

saving and cherishing a unique letterheading, or one that is especially well designed or printed. I once made a letterheading that attracted constant attention, and as long as I used it brought frequent references in correspondence and not a few specially written notes. It was nothing extraordinary or unique—just a conventionalized country scene with a dusty road winding through it, two or three tile-roofed cottages, with the text outlined through the narrow cut, which was printed in colors. But it attracted pleased attention, and it helped to introduce me in a favorable manner.

The letter should be regarded as a very potent piece of advertising, and it should be given much and constant care. There is of course no definite rule that can be laid down for the making of the letterheads, as it is a question of personality and getting some atmosphere of the business into them. But it is more a question of having them handsome, attractive, able to suggest some primal quality of the man and the business by their type treatment or their design. I am one who objects to steel-die and copper-etching work for business letterheads, as being too cold and too formal. They are all right for personal stationery or for the use of professional men, but for the ordinary run of business I would never use them. Lithography and the offset process as much as you like, if you like those processes; but type properly used makes the best, the most human, and the handsomest letterheadings. But if it is type, then there must be brains to make the design and decide upon the right type and the right paper and the right color.

To make a good letterhead is one of the more difficult and abstruse tasks the printer has put up to him, even if he does usually not only shirk his responsibility and ignore his opportunity, but show that he is wholly and debonairly unconscious of them. Yet it is to type that the real letterhead artist usually turns. Among a hundred notable letterheads that you may

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select from your correspondence during the next year, you will find that 75 percent of them are made with type. But they should be made properly, and with the fear of a cold reception on the part of the man who gets the letter always before the eyes of the maker; designed to make a piece of printing which, when taken in connection with the typed letter, will make a pleasing picture upon the desk of the recipient, and ingratiate the business motive of the letter into the mind of the man who is to read, in such fashion that even before he does read there is some semblance of warmth permeating his sub-consciousness.

The letterheading should be quiet and dignified, and it should have the minimum of matter printed upon it. It is a mistake to load a letterheading with a lot of detail. There should be the name of the concern, the name of the business, and as little as possible of other matter. It is a moot question if the names of the partners, or officers of the corporation, ought to be printed. For my own part, I find it very useful sometimes to have those names printed on the sheet, for the reason that the man who signs the letter often affects such an execrable scrawl that it is impossible to decipher it, and I have to search the printed list for it. But there should not be a lot of advertising detail about the business, nor should there be half-tone cuts. The chief idea of the letterhead designer should be to make an attractive piece of printing, calculated to help create a favorable sentiment for that which may be thereon written.

Then the typewriting. Here is a chance, a demand, for a great and significant reform. But a small proportion of business letters are decently typed, let alone being attractively typed. Yet it is a simple matter, and as easy as slutch work. It is first necessary that the importance of well-written letters be recognized. Then it is a question of how a letter ought to look; a question of getting a typist who is able to follow instructions. Then you have your handsome letter. The hardest

of these is the getting of typists who can be made to follow instructions, after getting a correspondent who recognizes the value of handsome letters as contrasted with slouchy letters. It seems to me that the business schools and the typewriter dealers might bring about a most valuable reform in this line if they would. There is nothing very much more discouragingly hopeless than to undertake to make a good typist out of a fresh graduate from a business school where they teach typewriting. They teach it in such an ugly fashion. The same is true of the graduates from the training schools of the typewriter manufacturers and dealers. There is surely a fortune awaiting the concern that will train typists to write handsome letters.

In the first place the typewritten portion of a letter should be placed upon the sheet in such a manner that its bulk shall form some sort of a pleasing rectangle. That is to say, if the letter is short, it should be written in short lines, double spaced, and so placed as to help make of the finished sheet a composition not too crude and ungainly as to form and proportion. If the letter is long, it is better to double space it and use a second sheet. A single-spaced letter is a risky experiment. The lines should not be too long to allow good margins-margins that balance well with the margins about the printed heading. member that white paper has as much value on a letter as on any piece of advertising printing; and remember also that to read a single-spaced letter is a tedious task. I have let that sort of a letter lie unread on my desk day after day, dreading the job. On an ordinary letter sheet, $8\frac{1}{2} \times 11''$, or $8 \times 10\frac{1}{2}''$, there should be a margin of not less than $\frac{3}{4}$ all around. It is much better to go over to a second page or even a third page, than to spoil the looks of a sheet by crowding it.

The typewriter ribbon should either match the color of the printed heading or harmonize with it. It is a good plan to have a color harmony that includes the printing, the paper and the

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typewriting, such as can be secured through the use of an azure or azurine paper, dark blue ink for the printing and a blue ribbon for the typewriter. Have the printer match the ribbon. He can do that, while the typewriter dealer cannot match more than one shade of blue printing ink. This plan can be applied to other colors, of course, and if white paper is used the harmony of color can be secured just the same, by having the printer and ribbon co-operate, as white harmonizes with any color. Forget about the old-fashioned purple ribbons. Use a good typewriter, and have it kept always in good repair. If you have more than one, have one fitted with elite type, to use on personal and "swell" stationery. Every concern should have at least two grades of stationery, one of which should be quite "swell," having an air of difference. It pays. Insist upon correct spelling and proper punctuation. I cannot say "correct" punctuation, as there is nothing of that sort in the market. Some time there may be an authorized system for punctuation, but there is none now. But you can have some sort of a system of your own and insist that it be followed. Do not permit erasures. Do not permit interlining. Better have the sheet written over. Insist that every letter shall go out clean and perfect. It can de done. If it is not done it merely means that your typist is careless or lazy—too lazy to perfect herself. If she is careless or lazy it is the fault, and the misfortune also, of her employer.

The matter of paper for stationery is important. Do not pay too much attention to the alluring advertisements of bond papers. They are all right—in their place; but there are many papers that are more desirable for fine business stationery. A good linen, a good superfine, or extra superfine, a good ledger that is not too stiff, a good wove—there are scores of finishes better than bond for business stationery. But the paper makers have seen fit to push bonds, and many business men think that

a good bond paper for their stationery is a symbol of good taste and good judgment, and perhaps financial soundness. And there is something in that view.

But whatever the paper used it should be good. It does not pay to use cheap paper for any kind of letter writing. The dollars saved in that way are seed dollars which if planted in good stationery might result in a crop of business that would make any puerile saving look too small to think about. An up-to-date business man would never think of taking a large prospective customer to a ten-cent hand-out restaurant for lunch. Why should he offer him cheap and poorly printed stationery? If I were to advise business men about their stationery I would tell them that they ought not to pay less than from \$5 to \$10 per thousand for their letter sheets, or from \$4 to \$8 a thousand for their envelopes. And in the long run the man who has the courage to pay the maximum figure gets his stationery at the smallest cost, reckoned as an overhead and giving it credit as a business getter.

The great trouble with business stationery is that business men do not think about it much, or in the right way. It is worthy of as much study as any other element of salesmanship.





PART II SPECIMENS AND EXAMPLES





American Business Book Company

PUBLISHERS OF

BOOKS FOR BUSINESS MEN

Keany Square Building Boston, Massachusetts, U. S. A.



J. M. Bogall

"THE BEST LETTER I EVER USED AND WHY"

EDITED BY JONATHAN JOHN BUZZELL

For convenience in referring to the notes and comments on letters contained in Part II of this book the following method is used: In the text the letters are referred to by page numbers. The comments on any particular letter may readily be found by noting the section number on the inside edge of the page opposite the folio on the bottom margin and then turning to the section indicated in the "Notes and Comments." In cases where series of letters appear, the comments on all the letters will be found under one section.

GREAT deal has been said and written about letter writing as a lost art. To one who has studied the history and followed the growth of this now almost universal practice of promoting business by letters it is perfectly clear that whatever changes have come about have been in the nature of gradual development toward a more perfect art and a more tangible basis upon which that art is founded. Some claim letter writing to be a science, but that is true only so far as all art is based upon certain scientific principles. A letter constructed upon principles laid down in any set of rules, without the subtle infusion of art in the form of individuality or personality, would be utterly hopeless so far as its effect on the human emotions is concerned. It would be as frigid and uncongenial as a mechanical man. The more personality injected into a letter the better. In that personality lies the strength of the appeal. And just as any writer develops a strong individual style by a study of the different styles of all the great writers. so by close study of the styles embodied in these successful business letters, the letter writer may develop a strong and telling individuality in his own letters that will go far toward achieving the maximum pulling power.

It is the purpose of this chapter, not to lay down a code by which letters may be written mechanically, but to furnish to the earnest student of salesmanship by correspondence a large number of successful business-getting letters that have actually been used by business houses—letters that have accomplished the purpose for which they were written, and that have been factors in the building up of solid business enterprises.

After many years of experience with letters in a great many different lines of business, during which time a large number of letters and facts about letters have been collected, the compilation of this book was undertaken. During these years the writer has unlearned many things. Hundreds of letters have been followed to an untimely grave. Here and there have appeared the real gems that have succeeded in justifying themselves. Many letters that "read well" failed to pull business. This suggests that there are a great many points besides the language used that are important elements in the construction of any letter.

In order to make this book as broad as possible in its scope requests were made for successful letters and opinions regarding them from leading advertising men and business houses throughout the country. This request met with a cordial response which justified the conclusion that there was a widely felt need for a book of this kind. These letters have been submitted as "The Best Letters I Ever Used" and although actual tabulated results have not been obtainable in some cases, these letters have been selected on account of some tangible reasons that place them above any others that have ever been used by the firms which have contributed them for publication in this book.

The practical business man for whom this book is intended will readily grasp the points made by each letter, and many interesting and valuable facts can thus be gained. Many adaptations of principles can be made, and in that lies the great value

of this work to any one who would increase the efficiency of his own business correspondence. Many examples will be found that will flatly contradict some of the old ideas that are pretty well fixed in the minds of many letter writers of to-day. Not all the letters here produced are perfect specimens in every detail. The critic will find many letters that come far short of his standard of masterpieces. But, it must be remembered, masterpieces of business letter writing, as in every other field, are not commonplace—they are the exceptions. Many otherwise good letters fail of results because of faulty conditions of lists or of other details. On the other hand a mediocre letter may bring very satisfactory results if the conditions under which it is sent out are ideal or approach to the ideal. The writing of a perfect letter is by no means all that makes for the success of a mail campaign. The mailing lists, the mechanical details, timeliness, and many other points are each essential to the best results. Each of the letters that are used in this book has been left as it was originally used and each represents the ideas of its writer rather than those of the Editors. In this very fact lies the chief value of the work. It is not the exploitation of any one man's ideas of business letter writing, but scores of men whose experiences have been along different lines and under different conditions have contributed specimens of their most resultful letters. These letters are all of comparatively recent date, but as conditions change from time to time it should be borne in mind in reading them that what to-day is new and forceful to-morrow may become too trite to be of value.

The physician studies cases and thereby discovers remedies and methods of treatment, but he modifies and adapts his treatment according to the particular conditions. Individual judgment is the most vital factor in his success. It is equally valuable to the business man to study cases, but, as with the physician, his success in writing business letters depends upon

his individual judgment in applying the knowledge gained by such study.

The higher the development of the art of letter writing by this method the more successful will become this branch of advertising, for it will create confidence in the public mind by elimination of those abuses of the letter privilege that are so common. A great deal of damage has been done in this way by attempting to make the writing of letter copy conform to the same rules that have been followed in the construction of advertising copy where display and illustrations are, or may be, used. Many attempts have been made to force advertising down the throats of the public by giving it the form of a letter with the letter left out. Many subtle schemes have been tried, but deception always disgusts and the legitimate letter suffers in consequence. With study of letter writing comes respect for the privileges of the letter and consequent improvement. Mere cleverness will not do. A letter may be infinitely clever, and possess all the points which are conceded to be essential in a good letter and yet be a failure as a puller because it is infinitely clever. Nothing can be so beneficial in overcoming this tendency toward mere cleverness as a careful study of the great letter successes, as few, if any, succeed by cleverness alone.

Many firms use what might be called "Good-will letters." It is not expected of these to bring direct results, but they are a part of the advertising scheme that helps the salesman or that helps in distributing goods through other channels. Many of the letters contained in this book are of this kind. And in studying them their motive should be kept closely in view. The letter itself should reveal its purpose. The letter that most readily reveals its mission is the letter that is most likely to achieve the object for which it is written. There is nothing so attention-compelling and so convincing of the sincerity of the writer of a letter as a legitimate and self-apparent reason

for writing it revealed in the first paragraph. And this goes a long way toward putting the mind of the reader in a favorable mood for the arguments that are to follow in the body of the letter. Letters that conceal their message until the second or third paragraphs are reached must use greater force at the close in order to convince the curiosity seeker who reads to the end. Such letters have pulled remarkable results in some instances, but a close study usually reveals the fact that there is some influence outside the wording of the letter itself that is a strong factor in its success. Such letters often amuse—if we have time to read them—but they too often do no more than amuse. A letter may be pleasing and even humorous to a considerable degree, if it is saturated with the individuality of the writer, and will be all the more forceful and convincing on that account, but here again individual judgment must be exercised and only a careful survey of the conditions will show where humor may safely be used.

The subject of letter headings has been taken up in another chapter of this book, and their value and effectiveness as a part of the letter fully discussed.

In the belief that the effects that may be obtained by typography and the ordinary printing press are too little appreciated, considerable effort has been exerted to show in this work a large number of desirable styles produced from the type.

These headings have been set especially for this book by some of the best typographic artists in the country, and show a variety of styles in composition and type faces from which the discriminating business man may choose when making up a design for his own business stationery.

NOTES AND COMMENTS

§1 The first series of letters, pages 121 to 139, were used by an advertising agency and were contributed by Mr. J. K. Fraser with the following comments:

"Circular letters may be divided into two parts.

"Those for direct replies.

"Those intended as fertilizers—backgrounds for more personal work to follow.

"A direct reply is usually easy to secure. A trick will get it. But trick replies are seldom of any real value. They are very misleading to the man who replies, or a very thin basis for further development.

"In our letters we are not aiming to get a volume of replies. We want no replies on false expectations. We want no replies that will lead us to suspect that there is business ahead when there is no sound reason for thinking so.

"Our letters aim simply to explain ourselves and our views. If they sufficiently interest the manufacturer in us, and in our views, he will get in touch with us. We will then be dealing with a man who is in touch with us because he likes us and our methods.

"Under these circumstances when we get together we will be well on the road toward doing business together—that is, so long as our letters truly represent us and our views.

"If we had expected many business leads from these letters we would have been disappointed. To date we have secured very few.

"On the other hand, we find they have been successful in accomplishing their real purpose. They have broadly created a favorable frame of mind toward us which we are encountering when we approach advertisers, or when we approach them through the mails."

§2 The letter on page 140 was contributed by Mr. Clark E. Schurman with the following comments:

"Here is the letter that has created the most interest of any I have used in four years and it must be known before reading it that our company has shown evidence of its mechanical ability through a long series of fine booklets and has proposed many plans of advertising to this list of furniture manufacturers, month by month before this letter.

"Also that in the furniture industry the writer is fairly well known for a few successes with difficult furniture accounts. I suppose the conversational tone of this letter and its confessional character have something to do with its success.

"Perhaps the opening is strong because it takes up the attack by a third party upon the recipient and the writer, throwing us together in mutual interest. The proposition in the first paragraph is so striking and important, if true, that a man could hardly pass up the rest of the letter.

"The illustration in the second paragraph justifies the first assertion.

"In the third paragraph one party on the defensive admits the challenge of the outside manufacturer and accepts his share of the blame, which subtly suggests that the recipient of the letter may as well admit his share.

"Likewise, we have offered a good example in the matter of a resolution in the fourth paragraph and invited a frank, explanatory answer by quick termination of the letter without any preaching.

"We received a number of long answers to this letter and two manufacturers came from a distance of over a thousand miles to take it up personally."

§3 The two letters, pages 141 and 142, were contributed by Mr. Mac Martin and commented on by him as follows:

"First letter:

"Number sent out 304.

"Number of replies 47.

"Number of new accounts received 3.

"Number of orders received 7.

"Gross profit on first orders received \$1,427.

"The reasons why this letter brought this rather large return might be catalogued as follows:

"1—Quality of paper, printing, and typewriting was the best I could make it, regardless of expense.

"The letter was filled in in our regular form with 'My Dear Mr. Doe' at the top and the name and address of the recipient at the bottom.

"3—It was signed in ink by myself.

"4—The letter is short, shorter than most business men are used to receiving.

"5—The letter was timely.

"a—In the first place it referred to an incident in my personal experience on which the local newspapers had given considerable publicity. (In a business which seems to have a professional nature, business often gets away by people thinking you are still out of town.)

"b-It was sent out at the close of a rather dull

summer season when most of the recipients were feeling the need of some stimulant for business.

"6—The letter was natural. After writing my first draft I called upon a representative of the list and used the exact words in conversation with him to see if the style sounded natural. This is the hardest test I know.

"The letter contained a definite proposition. (In this relation it might be interesting to note that only one of the orders received was for a booklet, the definite proposition suggested. The suggestion of a booklet was used in the form of a 'leader' only.)

"8—The appeal was in the form of Suggestion and the particular arguments in favor of the action were worked in as descriptions of the service which were supposed to be taken for granted. (To the fact that a reply required no prolonged deliberation I attribute considerable of its success.)

"9—The letter was personal. The letter was addressed to 'you,' a definite representative of the list.

"10—The conclusion suggested immediate action and, to an extent, described the process of an action. (It might be interesting to note that, although the action suggested was that of telephoning, not one of the replies came in that form; and I did not expect them to. One came in as a personal call of a man from out of town who arrived the same day he received the letter. Four came as voluntary interviews the next time I saw those men at a Club. The other forty-two came as letters.

"I might add that I have never received less than 5% response of some kind from a letter of this description.

"This letter was not 'followed up' in the regular sense of the word although on December 26 I sent another

letter (page 000) to 218 of this same list and received 22 replies. This New Year's letter was not written with the expectation of receiving any immediate replies. It is too early at this date to estimate the amount of gross profit on this New Year's letter."

- §4 The letter on page 143 was used by a large advertising agency and is self-explanatory. The friendly tone of the letter throughout makes it valuable from a good-will standpoint. The closing shows a highly optimistic viewpoint the keenness of which makes it highly commendable in the personnel of an advertising agency.
- §5 The letter on page 144 was typed in red with note on side and bottom margin in imitation handwriting. It is original in its construction and no doubt that is in a large measure responsible for its unusual success. It shows the value of originality. §6 A series of seventeen letters, pages 145 to 170 inclusive, were sent weekly to 2,300 dealers in twelve eastern states, at a cost of \$1,564 for the campaign. The detailed results given by Mr. John G. Keplinger follow:

Letter No.	Orders from	Requests for
Letter No.	new accounts	samples
1	0	1
2	5	5
3	5	4
4	7	3
5	10	8
6	7	3
7	6	6
8	14	6
9	5	2
10	7	5
11	7	16
	[80]	

Letter No.	Orders from new accounts	Requests for samples
12	9	7
13	8	7
14	12	4
15	3	3
16	6	3
17	33	10

Eleven of these letters—one to eleven inclusive—were used on another list of 4,800 in the remaining states of the country with results as per table below:

Letter No.	Orders	Requests for samples
1	3	13
2	19	0
3	9	5
4	12	3
5	12	8
6	12	3
7	7	9
8	22	8
9	20	2
· 10	6	3
11	4	0

A year and three months after this campaign closed the following letter was received from a firm in South Omaha, Nebraska:

"Gentlemen:

"We had received several circulars from you last year in regard to your silks.

"We were not in a position then to handle your goods but the impressions made by your talks at that time still remain and would like to hear from you now in regard to prices and advertising propositions."

§7 The series of six letters (pages 171 to 177), used by a large carriage manufacturing concern, are commented on as follows:

"Our sales department supports a large corps of travelers, and most of the orders received are written by salesmen. The selling plan is to market the work through the travelers rather than by mail; however, it is the policy to supplement the travelers' activities by the liberal use of follow-up letters. Naturally these letters are intended to mould the dealer's opinion and impress him with the desirability of handling the goods in order to pave the way for the traveler.

"It will be seen, therefore, that our letters are designed more particularly to co-operate with the salesmen than to solicit immediate orders by mail, although of course a considerable volume of business comes to us through the mail. The usual method is to employ a series of five or six letters sent at intervals of from one to three weeks. The series, therefore, rather than the individual letter, should be considered in determining its effectiveness, because the individual numbers of the series are so closely related that the results of a single letter would be hard to tabulate."

§8 The letter on page 178 was sent out by a large manufacturing corporation that sells its goods to farmers, and is commented on as follows:

"In preparing its form letters this company avoids all hobbies. We have no pet theories. We issue many millions of these letters each year with a twofold purpose—first, to create good will, and second, to sell our machines. In getting out these letters, we do not specialize for any types. We take it for granted that there will be enough normal-reasoning, clear-sighted, everyday

people read them, so that we can ignore cranks, slipshod thinkers, penny-wise and pound-foolish types. In the same way that large credit houses have discovered that between 97 and 100 per cent of the public at large is honest, so have we been convinced that between 97 and 100 per cent of the American farmers have more or less intelligence. We do not go after the minimum class, that is, those between the 97 and 100 percent.

"A large corporation such as ours is subject to continuous attacks by interested parties, which would tend to create an impression unfavorable to us, irrespective of any basic grounds for such attacks. To offset these statements we frequently have recourse to form letters. These letters we try to make convincing, straightforward, and, as far as possible, we take the farmer right into our confidence. We call these our good-will letters. When we write a letter to sell anything, our policy is the same. We go in a straightforward way after a sale through a letter exactly as if we were talking to the possible purchaser. We do not try to put in any fine phrasing; we abominate conventional forms, and we rely entirely on good straight 'reason why' copy to make the sale."

§9 The two letters, pages 180 and 182, used by a manufacturing jeweler, were contributed by Mr. John G. Keplinger as the two letters which have been the most resultful of any used by him in promoting business with retail jewelers. The letter on page 180 opens with the "news-value" paragraph and uses the guarantee argument in a new way which brings it closer to the dealer himself and strengthens it greatly on that account. The letter on repair materials is an excellent follow-up for the first letter and adds force to the argument relative to watches.

§10 The letter on page 183 was contributed by Mr. Daniel E.

Paris as the best letter he ever used in promoting business for his firm

"because it has brought more business and more comment than any other effort of mine. This letter shows perhaps the best example of the style which I have sought hard to cultivate entirely thru watching results and not thru the use of any rules of system which I can possibly lay down. I am somewhat of an enthusiast on letters and believe that there is not half as much accomplished thru this medium as is easily possible."

On pages 184 and 185 are other letters from the same source which have proved more than ordinarily resultful.

§11 Mr. St. Elmo Lewis has contributed two letters (pages 186 and 187). The trial letter has been especially productive of results. The other (page 187) has brought a consistent 7 percent of returns, which in this business is considered a very large result.

§12 The letter on page 188 is commented on as follows:

"1st, it requests the privilege of talking to the buyer on what he is interested in; 2nd, it not only emphasizes Paint but gives an idea of our other stock; 3rd, it emphasizes service; 4th, it stresses the fact that we are the only manufacturers in this state."

§13 The letters on pages 189 to 192 are commented on as follows:

"We have written and re-written all our form letters a dozen times in the last dozen years, and have tried to cover every phase of our business, and each time we re-wrote the letter we thought it was better than before and were satisfied at that moment. After six or eight months use they began to get stale to us,

although probably just as new to the people receiving them as any other would have been, so that it would be almost impossible to pick out anyone and call it the best.

"We have a letter (page 189) which we send to parents of newly born children, of which we use a particularly large number. This has just been entirely rewritten, the stationery entirely changed, and it will go out as something entirely new. I do not believe that I can call even this the best we ever put out, but if there is anything in approaching a mother with clean, up-to-date linen stationery, with a smooth-reading, simply worded and easily understood letter, in which she is told what our product is, for what it is to be used and what it is going to cost, then we shall have a form letter away above the average and one which you may be able to class as amongst the best."

The letter starting with the words: "In accordance with" (page 190) represents form letters going to people who have answered magazine advertising requesting a sample. The letter starting with the words "By this mail" (page 191) represents people who are receiving a sample as the result of somebody's suggestion. The letter starting with the words "We shall be glad" (page 192) represents a follow-up letter which goes to both these classes.

§14 The letters, pages 193 to 197 inclusive, are the principal ones used in a campaign to dealers on a line of guaranteed goods. Quality and the guarantee furnish the principal selling arguments in this campaign which was a very resultful one for the manufacturers.

§15 On page 198 is a letter contributed by Mr. E. C. Tibbitts as one of the best letters used by him. As a creator of confidence in an old-established house it is an excellent example.

On page 199 is another letter from the same source which has received much favorable comment.

§16 On page 200 is a letter contributed by Mr. George P. Metzger with the following comment:

"It would be a brave man who would state that any letter is the best letter he ever wrote and give the reason why. For instance, I can remember a letter which I wrote while I was in the book business which pulled \$25,000 worth of business from the names written on a half bushel of old dead and worked-out magazine coupons which had been thrown away and which I discovered in a corner. It wasn't so much the letter that did it in that case as it was a realization of what were the possibilities in that list of names.

"So when I state that this letter is a good letter I want to say that it is mostly because I know that it was written to *fit the circumstances* precisely as I knew they existed, and to reach precisely the class of people whom I knew I was trying to reach. Also, I have reason to know that it stirred things up precisely as I expected, and caused a very wholesome controversy."

§17 The letter on page 202 was contributed by Mr. Louis W. Wheelock with the following comments:

"Out of many form letters, some of which might be called clever, I have selected this homely old specimen, without a bright phrase in it—just plain and simple, without any 'do it now' tricks or appeal to the imagination.

"It is the clearest and briefest statement of an agency plan and an advertising plan that really meets the needs and interest of the dealers to whom this letter is sent. It has been used nearly five years with

very slight changes, has been mailed as the first letter in a series to druggists in every state east of the Mississippi, and I judge it is good because it has initiated business that has aggregated many hundreds of thousands of dollars. That it is open to improvement I am sure, but I would not agree to revise it unless in the direction of greater simplicity and clearness and greater care to present the plain, attractive facts without exaggeration. I believe that its success is due to the fact that it presents a plan that exactly fits the needs of the recipient. The skill consisted in constructing the plan, not the letter."

§18 A series of three letters used to supplement the work of the salesmen, and which were very successful in a glass and paint business are on pages 203, 204, and 205.

§19 The six letters, pages 206 to 212, cover the question of paint to the architect, the householder, the painter, building managers, and farmers. Letter on page 206 was sent to prospective paint users. It calls their attention to the fact that they should read up on paints, in order that they may talk more intelligently with their painter when the time comes for them to have painting done. The fact that the manufacturer offers to show them houses in their own city that have been painted with his paint gains their confidence. They can also get a copy of the booklet mentioned, together with color cards so that they may choose their own combinations from the local dealer, thus saving time and inconvenience. The enclosures with this letter were such that it gave a more detailed explanation regarding paint products and how they should be used to get the best results.

The object of the letter on page 207 was to suggest to the architect to give his clients more service by letting this company furnish him with detailed information regarding

paints and paint products; partial list is given describing each product.

Rather than have the busy architect send for literature, etc., this letter calls his attention to more detailed information regarding the manufacturer's products as listed in Sweet's Index which is found in every architect's office for reference. The fact that he can refer to this information at any time, and that these products are sold in his city by an exclusive agent, makes it a very simple matter for him to look into them and possibly test them out.

The letter on page 208 to building managers was successful because the first paragraph brought out some vital points which all managers of buildings must look into with care.

The next paragraph bringing in the fact that this finish has the soft, attractive qualities of water paint with sanitary, durable qualities of an oil paint is most interesting to the recipient.

§20 On page 213 is a letter which brought very satisfactory returns. It was contributed by Mr. W. B. Greene and commented on by him as follows:

"This letter was mailed to a small list of glass manufacturers. We, therefore, were able to know rather definitely the matters in which these people would be interested, and to write our letter accordingly. We paid particular attention to the sequence in order to gain and hold attention.

"The cost of operation of a plant is always a live topic with the manager and the immediate reference to a very large company in the business and the fact that we were sending them a description of an important part of this company's equipment, was a matter of considerable interest. Having gained their attention, we were able in the second paragraph to offer

the services of our Engineering Department. It was unnecessary here to attempt to sell our machinery as there is nothing to sell until the engineers have studied the conditions and made recommendations.

"The third paragraph offered the House Organ after they had become interested in this through the article mentioned above.

"We believe that we had this material arranged in the proper order as every concern would be interested in the first paragraph, but a relatively small number in the second. The second paragraph, however, would have no value without being preceded by the first. Responses to this letter have been rather exceptional, considering the product which we sell."

§21 The two letters, pages 214 and 215, were used on a list of prospective buyers furnished the manufacturers by dealers. They were filled in to match the body of the letter and the dealer's name is mentioned at the close as being glad to supply further information.

§22 The letter on page 217, used by a Southern shoe manufacturer, is commented on by Mr. R. Winston Harvey as follows:

"This is probably one of the best form letters I have sent out recently. Why is it the best? Is it because it is a *good* letter? Is it because the merchants to whom it was sent were in a receptive mood? No! It is because it was aimed straight at the merchant's pocketbook and the aim proved true.

"This letter produced results because it was composed after a careful survey of the general trade conditions, and in letter writing the same basic principles apply as in preparing an advertisement—know your people, know the trade conditions, and go after them

with clean-cut proofs of the pecuniary advantages in handling your product.

"This letter was sent to a list of Southern prospects—merchants whom we had never sold. We wanted their accounts, and this letter got a great many of them.

"Now, what were the conditions in the South at that time? Cotton prices went bad, Congress was 'monkeying' with the tariff, the weather was all but favorable, shoes were getting higher, and the Southern merchants took on an aggravated case of pessimism—that is, some of them did—and we knew they were having a dull trade.

"Now we get to the real reason for this resultproducing letter—we gave the merchants who were not handling our line actual figures from merchants who were handling our line, and proved to them that nothing was wrong with the weather, that nine-cent cotton was all right, and that the tariff had nothing to do with their sales, but that they were handling the wrong line of shoes.

"This careful analysis of the conditions I believe is mainly responsible for the results from this letter; although the fact that we enclosed a self-addressed government postal card, all ready for the merchant to sign, had its weight. The card gave the merchant the opportunity of having a salesman call, or of receiving a catalog of anything in the way of shoes or shoe findings. We got more requests for catalogs than for salesmen, but by our catalog follow-up system, we were able to land some nice 'direct' orders as a result of this letter.

"Then there is the postscript which made it seem

more like a personally dictated letter than a circular. The letter was also filled in with the merchant's name and address. This 'P.S.' suggested seasonable goods for the Holiday trade, and there is nothing like the power of suggestion in salesmanship to get the prospective buyer in a buying frame of mind.

"In preparing form letters one is apt, if he isn't very careful, to fall into the sterotyped phrases and give too much study to the rhetoric in his composition, which makes the letter stiff and stilted. A form letter is purely and simply a business communication and should be dictated in the same way you would dictate any other letter—smooth and right from the shoulder.

"Upon the first paragraph of any letter depends whether or not it will be read to the signature. It is like the illustration, or the headlines of an advertisement—you must first attract attention, and then make your story of sufficient interest to justify a reading. If a reply is desired a self-addressed postcard or envelope will lend its aid materially, because you then make it an easy matter for the customer to reply with no expense and practically no trouble."

§23 On pages 219 and 220 are two letters used by a large clothing house. They were productive of record returns, a fact which their writer says:

"Strikes me as unusual upon re-reading. I have written many letters which were infinitely cleverer than these—which had all the essential points of what we all agree to be a good letter—and yet whose records as 'pullers' have been very mediocre. All of which goes to prove that psychology and theory frequently fail when applied to advertising."

§24 The two letters on pages 221 and 222 were used by a stove manufacturer marketing goods on an agency basis. Actual record of results was not obtained, but as evidenced by comments and satisfaction of agents they were highly successful in accomplishing their end.

§25 On pages 223 to 235 inclusive is a series of letters that have been big producers. Most of these letters lead up to the point by some statement or human-interest story that prepares the reader's mind for the argument. There is an atmosphere of frankness and confidence throughout that is always worth more in a letter than any so-called strong sales talk that can be used. §26 The two letters on pages 236 and 237 were used by a manufacturer of office filing systems and were contributed by them as the most resultful of any they have ever used.

§27 On page 238 is a letter which stands out as a distinct type and which seems to violate most of the principles that are usually safe to follow in writing. It probably won on its humor, which is of a sort that would naturally appeal to the class addressed. It proved to be one of the most effective in pulling business of any ever used by this concern.

§28 The letter on page 239 was contributed by Mr. Edw. S. Babcox as one unusually productive of results in advertising a recipe outfit to women. A specific instance is an order written on the margin of the letter and received more than two years after the letter was sent out. The letter opens with a testimonial, which is, if the testimonial be brief and strong, a very good way of getting interest. In this case the testimonal states something specific and descriptive. The body of the letter is plain and convincing, and the close suggests definite and immediate action.

On page 240 is another letter from the same source. The opening paragraph is frank and therefore unique. This very point would win for it a reading in a great many cases. The

frank tone is maintained throughout, and altogether the letter is one that should inspire confidence.

§29 The two letters on pages 241 and 242 use the question form of statement for emphasis. The first letter would appeal to the business man who was uncertain as to the best filing methods for his needs, and would bring the desired inquiries. These two letters brought a large amount of business for a branch office of a filing cabinet manufacturer.

§30 The letter on page 243 was sent to a list of 250 prospects and brought 12 trial orders and 10 permanent customers, who, when these results were tabulated about six months after the letter was sent out, had purchased goods to the amount of \$4,135.

The letter on page 244 was sent to a similar list in the same territory a few months after the above letter went out and brought but a single trial order from a customer who never re-ordered.

The letter on page 245 was sent out later to a list of about 500 names, covering a much wider territory, and brought over 30 percent of replies.

§31 The series, pages 246, 247, 248, 249, 250 and 251, were used by a large clothing manufacturer and were eagerly ordered by the dealers. The letter to dealers on page 246 explains the method of handling the mailing of these letters. Each of the series of five to be sent from dealer to prospective customers had a two-color cut showing the particular style of suit which was mentioned in the letter. The same cut was also shown on the envelope.

§32 Two very good letters sent by a large manufacturer to dealers are found on pages 252 and 253. These were selected as the most resultful and satisfactory used by this house. They are plain, brief, and are written from a point of view which should make a strong appeal to dealers.

§33 On pages 254 and 255 are two letters sent by a large manufacturer to a list of farmers and which proved to be very efficient in bringing results. They are written from the right point of view and are excellent examples of the kind of letter that should appeal to the farmer who wishes to progress along the lines of modern efficiency.

§34 The "Night Letter" on page 256 affords a very striking example of pulling power. Its success is attested to by the fact that the orders received directly in reply to it amounted to \$1,600,000.

It has been the practice for a number of years for this firm to send off these telegrams on New Year's Eve, stating the exact condition of the underwear market and thus posting the customers, giving valuable information upon which they can act immediately. In most cases a response was received by return telegram at the expense of the firm, duplicating the order of the previous year or increasing it anywhere from 35 to 100 percent.

§35 On page 257 is a letter used to follow up notices in the trade papers. This furnishes a reason for writing and makes the letter personal. The results from this letter were probably due more to the plan than to the letter itself.

§36 The letters on pages 258, 260, and 261 resulted in a large amount of new business. They were sent by a manufacturer of a guaranteed article to dealers, and are considered by them to be their best business producers.

§37 The letter on page 263 was used to call attention to a new catalog and is a plain, businesslike statement that should appeal to the class of prospects to whom it was sent. In immediate orders this letter brought a net profit of more than twenty dollars for each dollar expended. Through the sale of small tools mentioned in the second paragraph business relations should be opened that would lead to orders for more expensive machinery.

§38 The letter on page 264 was contributed by the Welsbach Company as one of the most productive they have ever used. It uses the argument of an expense-saving move turned to benefit for the customers. This suggests liberal business policy and thus gains confidence.

§39 The two letters, pages 265 and 266, were contributed with the following comments:

"The longer letter (page 265) we sent out first some time ago when the interest in tariff revision was at its height. We began by using it in Kansas City where it made such a favorable impression that it was finally sent to nearly all of our branch cities. In Kansas City it was mailed to about 1,000 automobile owners. It eventually pulled into the branch more than 200 new customers.

"The other letter (page 266) approached the subject directly and brought splendid returns.

"We are great believers in circularizing by letter under first-class postage. We make it a point never to send out a letter unless we have something to say that is of real interest to the recipient. We nearly always enclose a return postcard and according to the kind of letter count on from 10 to 33 percent of responses. We believe it is safe to say that no other one form of advertising has brought us the direct returns in dollars and cents that we have received from our circularizing during the past two years."

§40 The letter on page 267 was contributed by Mr. G. U. Gates and commented on as follows:

"This has been a good result-producing letter and was sent to institutions in the United States which make a specialty of treating tuberculosis. Such insti-

tutions are always looking for sputum cups, and this letter made good because our cup was carefully described and its advantages shown.

"It furthermore quoted specific prices, which prices were low enough to get the superintendent to whom it was sent to write us for a quotation upon the number of cups he would contract for. Over 20 percent of the institutions to whom this was sent replied.

Another letter used by the same house and which was sent to prospects in foreign countries is on page 268.

"This letter states the name of the book which has been sent, and the day it is put into the mail. In export this is very essential because the mail deliveries are not as good in all countries as in this; in fact, when sending catalogues to Latin America, it has been found advisable to have them registered, and the same is also true in many other countries.

"Next the letter takes up the fact that we are in a position to make special apparatus that will suit their individual tastes. In the third paragraph attention is called to the quality of the product which we manufacture. Then we take up some specific articles which are in the book to draw a reply as to what the prospect really intends to buy. In each specific article we draw the attention of the prospect to the exclusive features as these are the ones which cause him to buy. Our reason for referring to specific pages is to make the prospect go through the book. Then we take up the matter of deliveries and discounts. Lastly we set a rather definite time when we expect to receive an answer, and key the letter."

§41 The letter on page 271 was sent to a list of 757 industrial plant operators and 94 replies were received. The amount of business resulting from these replies was highly pleasing to the company using the letter.

The first and third paragraphs of this letter were severely criticised by three different advertising men and all advised not using it. In spite of this it was sent out and over 12 percent of replies were received.

§42 On pages 272 and 273 are two letters that were used by a manufacturing concern to create demand of the jobber for their goods. Both letters use the "headline" first paragraph. The first letter is an argument showing the advantage to the dealer in carrying goods of high quality backed by reputation. The statements are made from the dealer's point of view, the fifth paragraph taking up the argument for the particular goods offered by the manufacturer. The second letter takes up much the same line of argument. These letters brought many very satisfactory reports showing that they made lasting impressions that were favorable.

§43 The letter on page 274 opens with the "news-value" paragraph, which doubtless makes a strong and interest-arousing appeal to clergymen to whom it was sent. It is a smooth play for a salesman's interview. Its appeal is made on a basis in which every clergyman is vitally interested and it suggests helpfulness and thorough understanding of his particular problem.

The letter on page 275 is constructed along lines very similar to preceding letter to clergymen. It gives a reason for writing and brings up the point of ordering holiday goods in time, which really is its object. The body of the letter shows willingness to co-operate and special inducements. The closing gives a reasonable basis for demanding immediate action.

The letter on page 276 is more strictly an advertising an-

nouncement, but it plays on human interest and the unique paragraphing makes it striking and undoubtedly adds to the element of force.

The letter on page 277 is intensely personal in its tone. The first paragraph furnishes the reason for writing and makes a point of contact between the writer and reader. In the body of the letter is a carefully prepared argument or selling talk well adapted to making a strong and telling appeal to the particular class to whom it was sent. The closing suggests action in a manner that should appeal from the reader's point of view.

§44 On page 278 is a letter used by a crockery salesman on a list of western customers. The first paragraph furnishes the reason for writing and forms a point of contact. The body of the letter contains good sound argument for the goods and bids strongly for the prospective customer to postpone buying until he sees this unusual line of goods. It proved effective in increasing this salesman's sales several thousand dollars over the previous year.

§45 On pages 279, 280, and 281 are three letters used by a lumber dealer. In each case the opening paragraphs are statements from the reader's point of view. Based on these paragraphs the remainder of each letter is a general sales talk. They brought a very perceptible increase in the daily purchases from this concern by contractors and builders during the period while they were used.

§46 The six letters, pages 282 to 287, were contributed by F. H. Chase as a series that were very useful in getting more business from old customers, and stirring up many that were not buying regularly.

§47 The letter on page 288 is strong in imagination. It aims to create irresistible desire by its tempting descriptions. It is in no way personal and depends for its point of contact on the

chance that some of the delicacies described will appeal to the reader.

§48 On page 289 is a letter contributed by Mr. Jens C. Petersen which brought the most and best results of any letter he has ever used, and he comments on it as follows:

"This letter developed \$2,275 worth of business from only \$52 worth of advertising alone. It was the second letter used in answer to inquirers who had seen a certain one of my houses illustrated in a magazine. These inquirers wrote in concerning these plans. Failing to hear from them, I wrote this letter.

"My explanation of this letter is that it had just enough of antagonistic temperament to almost compel them to answer it. My closing remark convinced them there was no other way than to answer my letter."

§49 Two excellent letters from a retail clothing store, one to men and the other to mothers of boys, are on pages 290 and 291. The main argument is satisfying customers in merchandise and methods and in a general way trying to create and maintain good will. These letters are general where the letter to produce direct sales must as a rule be specific. These letters are an inducement to patronize this store for wants in this line, but do not create demand.

§50 The two letters on pages 292 and 293 are commented on by Mr. Frederick W. Aldred as follows:

"These letters were carefully filled in with names of customers. The linen letter was written to a picked list of twelve hundred women, all of whom were known personally to the signer, our Vice-President. The results would not have been so great, of course, except that this is done annually. Nevertheless, we have done a tremendous volume of business in fine linens during

this sale and at times women have had to make appointments ahead in order to get the attention of the signer.

"The second letter (page 293) pulled so hard, and that from the very best class of women in the state, that we were obliged to put up a fence on the stairway leading to the Trocadero and let women in and out by small groups. Our sales, of course, were tremendous for a store of our size.

"The open sesame to good letter writing is the phrase 'You versus I' which instantly with compelling force impresses upon one while writing the fact that the other fellow's point of view is all important and mine of absolutely no importance whatever, except in so far as I can change my point of view to his and direct the latter to the results aimed at, whether these results be buying goods, speaking at a dinner, voting for a candidate or doing a favor.

"This is as true of personal and friendly letters as of business letters, altho not always apparently so for the reason that you, as a friend, may be intensely interested in my personality, thoughts, and experiences; while you as a business man are only interested in business letters for the direct bearing they have on your business interests or professional pursuits."

§51 On page 294 is a letter used by a Boston clothing house and was accompanied by a copy of a 350-page book published by the Boston Chamber of Commerce. One thousand copies of this book which retailed at \$2 a volume were sent out. This is an ideal good-will letter. It was sent largely to professional men and the appeal is made from a viewpoint that should make it of strong publicity value.

§52 The letter on page 296 brought larger returns than any

other ever used by this firm. The appeal is intended to pull from the highest class trade. No specific appeal is made and it is merely a little quality talk opened with an implied compliment, both of which seemed to be very effective.

§53 The letter on page 297 made use of a check for \$1 which applied on the first purchase under certain conditions. This would naturally attract attention and secure a reading for the letter. The letter proved a big business getter, and the return of the checks made it very easy to tabulate results. A list of those returning checks would also be a valuable new list to follow up with still further special offers.

\$54 The letter on page 298 brought into the store over 50 percent of the prospects to whom it was sent. It created the best sort of feeling and while open to criticism in many ways, proved to be a very valuable business-getter. The opening paragraph has the absolutely selfish viewpoint of the advertiser, yet is so put that the old customers to whom it was sent would doubtless take it somewhat in the nature of a compliment. The compliment is taken up again in the third, fifth and sixth paragraphs in such a way as hardly to be resisted by women. The fact that the letter would put the advertiser under obligation to any prospect who came to the store in response to it would make the prospect feel absolutely free to inspect the goods—it would then be up to the salesman, as it is in every case where an advertisement brings a prospect into a store.

§55 The letter on page 299 proved to be a very effective appeal to the class of people addressed and made an unusually big holiday trade for the florist who used it. The invitation to inspect the offerings without obligation would naturally appeal strongly to women.

§56 The nine tailoring letters, pages 300 to 308 inclusive, were contributed as being especially productive of results. They are far above the average letters that have been used in

this line and were selected from many different sources and localities.

§57 The letter on page 309 is written in an interesting vein that should appeal to the class addressed. It is the tone of the letter probably more than any other quality that makes its strength of appeal.

§58 On pages 310, 311, and 312 are three letters that were used by an enterprising newsdealer in soliciting trade in a select district. The quality of stationery used and the general tone of the letters would appeal to the more discriminating prospects addressed.

§59 The letter on page 313 opens with the headline paragraph. The whole letter tends to fill the reader with the spirit of ideal suburban life. In the closing paragraphs the possible objections are met in a general way.

On pages 314 and 315 are two letters to real estate owners on the management of property. The second letter uses a human interest story that would hardly go unread by anyone interested in real estate.

- §60 The letter on page 316 is illustrative of a simple proposition for keeping in touch with customers and showing interest in their patronage. It has a value of general advertising aside from what direct orders might result, although it proved more than ordinarily satisfactory in immediate results.
- §61 The letter on page 317 is essentially a formal business announcement in the first paragraph. It was sent to a list of automobile owners and patrons to try to interest them in a new model of a different make from their own cars, yet carefully avoiding any suggestion that might offend. It is not strong as a sales letter but as a good-will letter was very effective.
- §62 The letter on page 318 was successful in getting immediate business from over 50 percent of the prospects to whom it was sent, who, of course, were customers who had been on their

books previously. It gives some interesting specific information that could hardly fail to convince.

§63 The letter on page 319 proved to be a very effective short letter. In the first paragraph there is a comparison that brings out the point of the letter in a simple and telling way. It carries an air of confidence which sounds businesslike without any attempt to overdo it.

§64 The two letters, pages 320 and 321, were actually written by a woman and have an appeal that is rather hard to get except through the personality of the writer.

The letter on page 322 is of the more personal kind and makes its appeal along personal lines.

The letter on page 323 gains attention by its appeal to patriotic pride. This letter was written by a woman and in that vein of woman-to-woman talk.

§65 The letter on page 324 is one that proved highly successful for a large public service corporation. Forty-five thousand of these letters were sent out to consumers; 125 replies were received the same day the letter was mailed; 2,578 replies were received on the second day; 1,037 replies were received on the third day; 930 replies were received on the fourth day. In all 7,431 replies—nearly 12 percent—were received. Of these 6,945 expressed themselves as entirely satisfied with the service. Mild criticism and suggestion were received from 396.

As a stamped addressed envelope was enclosed for reply, the company naturally assumed that those who did not reply were satisfied with the service, or at least had no specific criticism to offer. This letter together with an analysis of returns was published in all the daily papers in the city as a display advertisement on the sixth day after it was sent out. This shows the advantage, even in a good-will letter, of asking some specific question or making some specific suggestion. In this case complaints were called for, but by far the larger number

of replies were commendations instead—which was, indeed, to be expected.

The complaints were taken up individually and straightened out to the satisfaction of the parties making them.

Thus the letter accomplished a threefold purpose: it brought out whatever dissatisfaction existed and enabled the company to correct it; it proved tremendously successful as a good-will letter, as the replies show; it brought out some very valuable facts that were used in advertising to possible consumers. Each letter was carefully "filled in," thus making it appear to be a personal typewritten letter. It is not a masterpiece of rhetoric, but a simple, personal message from the General Superintendent.

§66 The letter on page 325 was sent to a list of ten thousand names throughout the rural districts of New England. It is personal in its tone, makes an appeal to holiday generosity, suggests buying for gifts, and has a strong close. The returns were unusually large for a letter of this kind.

§67 The two mail order letters on pages 326 and 327 are excellent examples of right-to-the-point-ness and cannot help but inspire confidence in the business house that used them. They proved to be big winners.

§68 The two letters, pages 328 and 331, were contributed by Mr. Edward B. Waldron as the most resultful of any he has ever used in the mail order piano business. They are not as long as the usual letter used by the piano houses which range from two to five pages. These letters were designed to appeal to the rural classes and brought a large percentage of orders. §69 The two letters, pages 333 and 337, were contributed with the following comments by Mr. A. R. Wellington:

"Owing to the class of people with whom we have dealings our letters are necessarily of considerable length and deal specifically with the premium proposition.

"In other words, the letters I have written which I believe have brought the best results in dollars and cents, have been of extreme length, going into the proposition in detail, and the success of these letters, I believe, has been due to the plain way in which I have tried to state facts.

"The keynote of the letters I have written has been the use of the 'heart-to-heart' idea, taking the possible customer entirely into my confidence and trying to explain my proposition to him in such a way that he feels what we have to offer is more valuable to him than the money he has to pay for it.

"The first letter (page 333) is what we call our second follow-up letter and is sent out about thirty days after the original offer is made. In looking over our records, I find that without any question this letter has brought better returns for the money expended than any proposition we ever put out.

"The other letter (page 337) was an appeal for quick payment of money due on old accounts. We collected thousands of dollars from the use of this letter and without the use of a premium of any sort. I simply took advantage of the fact that we had suffered a severe loss by fire some time previous to the date of this letter, and we were building a new factory which necessitated a large outlay of cash. To sum the whole thing up I told our customers the truth and obtained far greater results than from any other methods of collection used.

"In connection with this letter I also want to state that what you might call commercial license has been taken so far as the grammatical construction is concerned. Remember that we are dealing entirely with

the farming class and further than that, with the small stock raiser, and people of this class require, to my mind at least, a different sort of solicitation than do farmers who are more interested in diversified farming."

§70 The letter on page 338 is highly imaginative and seems to depend almost entirely upon creating desire by this method and then leaving the reader to act without explicit suggestion. The offer to ship on approval is depended on as the clincher, the final paragraph being too formal to stir the prospect to action otherwise. It is, however, one of the most productive letters ever used by this firm and brought excellent returns.

§71 The nine letters, pages 339 to 348 inclusive, were contributed by Mr. T. W. LeQuatte with the following comments:

"No. 37 (page 339) is sent to advertisers who are using other papers. It is not intended or expected that it will bring an immediate reply. I have never found it profitable to attempt to make an advertiser decide for or against our publication with one letter, but have started this correspondence with the view to carrying on an educational campaign which will culminate in an order. You will note that there is very little said in any of these letters about an order. My aim has been to educate the advertiser to the point where the order will come voluntarily and as a result of his own deliberate judgment rather than to force him by any brilliant and swiftly moving campaign to use our publication either against his judgment or without a full knowledge of what he is doing.

"No. 56 and No. 66 (pages 340 and 341) are intended for the advertiser who has been confining himself to a restricted campaign in a small territory or to the advertiser who does not feel able to pay our rate, but who is

using a combination of other publications that cost more and reach fewer farmers.

"No. 64 (page 342) was originally written to answer a man who questioned the quality of our circulation and has since been used as a matter of general information.

"No. 63 (page 343) is a sort of final effort to get a reply and is successful in more than 85 percent of the cases. It is sent anywhere from the third to the fortieth or fiftieth letter, depending altogether on the circumstances. Whenever I am ready to call for a show down I use that.

"No. 59 (page 344) is intended to overcome possible criticisms that may have been aroused in the mind of any man because of anything that we may have said in any previous letter, and to impress the advertiser with the fact that we are not knocking anybody else, but that we are giving him the plain, unvarnished facts from time to time because he is entitled to them.

"The fact that our business has more than doubled in the last three years is not, in my opinion, so definite an endorsement of our plan of getting the business as is the fact that most of the advertisers who begin to use our paper continue to use it from year to year. In other words, by avoiding the hothouse method of sprouting a desire or a willingness to try our paper and by sticking to the educational method of developing actual and definite knowledge which results in an order, we are not only getting the business but we are keeping it."

§72 The two letters, pages 350 and 351, were contributed by Mr. Louis W. Wiley as examples of some of the letters that

have been notably successful in getting advertisers to use his paper.

§73 Mr. S. R. McKelvie contributed the letters on pages 352, 353, and 354 as three which were unusually good producers of business. The one "Pigs is Pigs" produced a single order of \$436.80.

§74 Eight letters, pages 355 to 368 inclusive, were contributed by Mr. A. D. Bishop, concerning which he says:

"For five years past similar letters have been sent out each month. It is difficult to determine just which of these sixty or more that have been issued produced the best results.

"We simply know that they have attracted considerable attention and no doubt have contributed somewhat in extending the name of our paper. We have within the past four years spent nothing for advertising purposes save the publication and distribution of these letters."

§75 The eight letters, pages 369 to 378 inclusive, are commented on by Mr. E. Wallace Brainard as follows:

"The purpose of these letters was to attract attention, arouse interest, stimulate desire, and, by their constant dripping, sell advertising space.

"I have found them all very valuable in developing a business friendship by correspondence and hence gaining an advertiser's confidence likewise in time secures his advertising."

§76 On pages 379, 380, and 381 are three letters contributed by Mr. Joseph W. Hill as samples of some that have produced very good returns in soliciting advertising for directories.

§77 The letter on page 382 has brought forth many favorable comments from advertisers and has been the means of increas-

ing the sale of advertising space in the farm paper which used it. It shows a knowledge of the statistics of farming and this implies an equally correct understanding of farming itself, therefore a paper in which subscribers have confidence and consequently a valuable paper in which to advertise. It also shows prosperity of the farmer, a condition favorable to the liberal expenditure of money on advertising in farm journals.

§78 On pages 383, 384, and 385 are three letters contributed by Elbert Hubbard on which he makes the following comments:

"I have used these letters with great advantage and benefit. However, I would not recommend any one else to follow the general style of these too closely.

"The fact is that every business is a sort of individual problem, and while these letters brought me big returns, business men who deal in staples might consider the missives a trifle frivolous."

§79 The letter on page 386 gets down to business without any unnecessary words in the first paragraph. The second paragraph tends to overcome the objection of any who might be prejudiced in favor of other mediums than the class mentioned, thus avoiding any antagonism at the start. The remainder of the letter is devoted to argument and is closed with an offer to explain an interest-arousing proposition assumed to be new to the reader.

§80 On pages 387, 388, 389, and 390 are four letters used by trade journals to sell advertising space. They open from the reader's point of view and are straight-selling talk throughout. The first two close with a strong bid for action, the others take the attitude of mere fertilizers for more vigorous suggestions to follow.

§81 Mr. John Horace Lytle has contributed the four letters on pages 391, 392, 393, and 394 as letters that were especially

productive in securing subscriptions for a magazine. The first letter gets the attention at the start by introducing some man well known to the class of readers to whom it was sent. This method seldom fails to get attention and interest, especially when it is backed up by something substantial as it is in this case. The second letter is based on the principle of arousing the curiosity to the point of ordering on the strength of a general statement, the postscript, of course, making a special offer that is no small part of its purpose. The remaining two letters feature special offers. In these cases the effectiveness of the letters lies in the sales plans rather than in the writing of the letters themselves.

§82 Mr. A. L. Pelton has contributed four letters, pages 395 to 401, as the form letters which have stood up above all others in point of returns. He says:

"Two of these are get-the-money letters; two are on approval offers.

"With letter No. 1 (page 395) there went a fourpage descriptive circular, on the front of which were the hands holding out the book, with same wording in display as in under the cut on letterhead; the order coupon also had the cut on the left side of it.

"Letter No. 2 (page 396) sold books in good shape.
"Letter No. 3 (page 397) was sent out immediately after the close of the Boston Advertising Convention, and went to delegates who attended the convention.

"Letter No. 4 (page 399) was sent to 4,500 members of the various advertising clubs, with special commendations from advertising men. One 'highbrow' said it was a 'rotten' letter, too long, and all that. A dozen other advertising managers said it was a masterpiece. And as it took out \$2,500 worth of

books, we will give it the benefit of the doubt and say that from a business-getting viewpoint it was not absolutely a failure."

§83 The four letters, pages 402, 403, 404, and 405, were contributed by Mr. John Irving Romer and are letters that have been productive of good results and many favorable comments. The easy conversational style carries the reader along almost unawares and is conducive to a state of mind that lends itself readily to confidence and suggestion. Mr. Romer modestly says that they are not model letters, but it is certain that their good qualities far outweigh those of many letters that have been held up to us as models.

§84 On pages 406, 408, and 410 are three letters used by the Curtis Publishing Company. They are studies in merchandising from the manufacturer's point of view and should inspire confidence in the ability of these publishers to help him with his problems. They dwell more on trade conditions and arguments and less on the publications themselves than most publishers' letters and it is undoubtedly this feature that places them in the list of productive sales letters.

§85 On page 412 is a letter contributed by Mr. B. H. Tichnor, Jr. It was first sent to dealers with excellent results, and afterward was used by a number of retailers. One book store sent it out to a list of 2,000 and it sold over 10 percent of them direct by mail. It is a strong human-interest letter, makes a forceful appeal to sympathy and imagination, and is remarkably well adapted to the proposition it has to offer.

§86 The letters on pages 413 to 426 inclusive were contributed by Mr. L. C. Ball and commented on as follows:

"Our follow-up letters are designed to conform to the following 'Ideal,' evolved jointly by the Sales and Mail Order departments.

"I want my Selling Talk to be a Service Talk, that will be worth my customer's time whether or not he buys my goods.

"I want it to tell the Truth.

"To be a perfectly human statement of the Service I can give.

"To show in simple, plain, business language, 'You can use my goods.'

"To treat my proposition as a purely business matter and handle it in a businesslike way.

"To use Wit only with Wisdom.

"To treat every man's attention as his business property, not to be secured by dishonest means.

"To convince and persuade Me just as I hope to convince and persuade my Customer.

"To make my Customer see my Proposition more than myself.

"To make the Merit of my Goods so clear that my Customer will want to buy.

"It is for This I am working.

"Our follow-up is directed especially to business and professional men, and it is necessary for each letter to make a general statement as to the value of our proposition, which will seem to be a specific one to everyone who receives it. To generalize is fatal because every man is ready to say that his business, his personality, his problems are different from everyone's else.

"The letter keyed 'N/A' is designed to develop inquiries from general lists and accompanies a little booklet.

"The letter keyed 'AS/A' accompanies our Sheldon Book, sent in response to inquiries and is followed

within two days by the 'PR-6' letter containing the application blank with testimonials.

"The letter keyed 'AS/I-3' is the last of a series of eight, and has pulled its share of the business produced by the follow-up, although accompanied by no enclosures with the exception of an enrollment blank and a small motto card.

"The letter keyed 'AS/D-3' was designed to take the place of 'AS/D-2' which was very efficient in killing business—for reasons I have not taken time to analyze—I suppose that it hasn't the appeal to heart and logic which the 'AS/D-3' has. This letter is getting the business.

"You may consider all the letters of our follow-up to be more or less alike, but I aim to present the arguments from several different standpoints in the course of the follow-up. In any event the letter keyed 'AS/F-3' is one that failed and I am substituting for it the letter keyed 'AS/F-4.'

"The letter keyed 'AS/H-3' is one that failed.

"'AS/H-4' is pulling where all previous letters trying to make this point have failed.

"Summing up the reasons for the failure of the two letters, 'AS/D-2' and 'AS/F-3,' I should say that on an educational proposition it doesn't pay to appeal merely to reason, judgment, and intellect—there must also be an appeal to the heart side or feelings, if real results are to be expected. As to the reason for the failure of 'AS/H-3' I don't think any one would have to puzzle very long to see the reason why.

"The letter keyed 'LCB/BJ' is being sent with a little booklet entitled 'The Man Who Bossed Johnson' and is pulling more than 5 percent of leads on old lists.

It is entirely different to the 'N/A' letter in its appeal, although it is for the same purpose."

§87 The four letters on pages 427, 428, 429, and 430 are commented on by Mr. Hugo Parton as follows:

"These letters are sent out to a selected list of men in the larger cities. We make the lists ourselves, choosing the more substantial men in all walks of life. Our proposition is a difficult one to write form letters about because we have no specific article which we are trying to sell to one class of men, who, by their business, we know to be in the market for such a thing.

"We are trying, out of a clear sky, to interest a man in his health and the betterment of it. We are dealing, not with an article, but with an idea. We have to make these letters unusual, and interesting enough to get the man to read in the first place; appealing enough to get the man to return, for further information, the postcard we enclose.

"Furthermore we have to be very chary of talking about exercise, because most men think they know all about exercise. So we are trying to interest a man in a thing we scarce dare to mention by name until we are given opportunity to explain fully. We are trying to interest the best class of men in the country and it is essential to make our letters catchy; it is also essential to have them in no way cheap.

"In view of these facts we feel that our letters have been very successful, as some of them bring 20 percent of replies."

§88 On page 431 is a letter that was very productive of results for a boys' camp. The appeal was made to physicians to encourage boys in whom they were especially interested to go to

a small camp whose advantages were such as to make it especially adapted to boys liable to be under the physician's care. The letter is not written from the point of view that would interest a parent as there is no appeal to the heart side. It takes the practical viewpoint of the physician and results proved that this was the correct one.

§89 The two letters, pages 432 and 434, were contributed by Mr. D. Arthur Bowman and commented on as follows:

"To create a desire one must first establish a prestige. To do this latter it is not only necessary to have character, personality, and straightforwardness (NOT flippancy) in the investment banking house letters, but a degree of helpfulness and suggestive information which will form in the mind of the prospect a concrete picture.

"Summing up, the first point to be established is the matter of confidence. After that has been gained, the facilities of the house should be briefly explained. This spells service. Finally, distinct offerings of securities may be made, which means the exposition of opportunity. These three steps properly taken, success should follow."

§90 On pages 435 to 441 inclusive are five letters that have done effective work for a large trust company in selling securities. The stationery and all details were of the highest quality, which is an unquestionable advantage in this class of business.

§91 On pages 442, 443, 444, and 445 are four letters that were used for advertising safe deposit boxes, and which brought them many new patrons. The first letter opens with the news-value paragraph. Not general news but of interest to a selected list to whom the letters were sent. The second letter is a little stronger in its tone and the sentence paragraphing increases

the emphasis of each statement. The third letter opens with a general statement and leads up to the argument. The fourth letter opens with a comparison, which is often very effective.

§92 On pages 446, 447, and 448 are three letters that were used by a brokerage house and which proved to be rather above the ordinary in returns. Each used postcard enclosures to facilitate further inquiry.

§93 The letter on page 449 was used by a brokerage house and was unusually productive. There was a very high percentage of the cards returned and the sales from these inquiries were highly satisfactory. It has the tone of inside information without saying it in so many words and from that point of view would appeal to the investor.

§94 Four letters, pages 450 to 453, that were used in raising money for the celebration of a city's anniversary were contributed by Mr. George H. Cooper. He comments on them as follows:

"I think these letters have brought more results than any I have ever used. I raised \$10,650 without leaving my desk except for a few hours to gather up a few little amounts that I could get that way."

§95 The letter on page 454 was contributed by Mr. D. M. Grover and commented on by him as follows:

"My aim was to bring out two facts: First, that mutual insurance was something which was not new to the citizens of Iowa and which furnishes sound indemnity; second, it was economical. It brought a high average of results."

§96 The three letters on pages 455, 456, and 457 were used to promote business for a concern producing duplicate form letters. They brought excellent results. They are of the cleverly written type, depending on sales argument rather than any specific plan

for trying out the service. On pages 458 to 462 are five more letters of the same type as the three above, and which also were good producers.

The three letters on pages 463, 464, and 465 were used for promoting a mail order service. The first letter aims to create sufficient interest for an interview, the others have specific trial service to offer. These letters proved the most effective of their kind ever used and brought 54 orders from a total list of 362 names that were not selected, the total amount of business being \$1,893.31.

The five letters on pages 466 to 470 inclusive brought results which were unusually satisfactory. Many complimentary expressions were received by the printing company from prospects to whom they were sent and requests for a series of follow-ups of this "ginger" type were constantly coming in. A large increase in the volume of their business was the direct result of this series.

§97 The four letters on pages 471, 473, 474, and 475 were used by an engraving house with unusually good results from each letter. The letter on page 471 has received a great deal of severe criticism, but was one of the biggest business-pulling letters ever used by this house.

§98 On pages 476, 477, and 478 are three letters contributed by Mr. H. Arthur Engleman of London, and which were used by him in an English advertising campaign. These letters were used to follow up inquiries produced by advertising in class publications. The campaign was highly successful and orders were produced at a very low cost.

§99 The two letters on pages 479 and 480 were contributed by Mr. Herbert J. A. Reid of London. These were used to follow up inquiries from magazine advertising. A hand book was sent immediately in response to the inquiry and then the letters were posted at intervals of two weeks. The two letters here

shown have been the most successful of any used in this campaign. They have brought hundreds of comments on their advertising merits from recipients in America. Their strength probably lies in their personal and confidential tone as these qualities would naturally appeal in a proposition of this nature. §100 On pages 481 to 486 are six letters contributed by Mr. Stanley F. Talbot of London, as examples of big business pullers used by him in England.

Page 481. A follow-up letter used by the pioneers of facsimile letters in London. It proved most effective and brought a large number of inquiries and opened many dormant accounts.

Page 482. A letter used by the same firm to create interest in their process of "Offset" Lithography, and this also proved a winner of business.

Page 483. This letter was sent only to those people who were likely to be interested in reaching the British golfers and brought forth much profitable business.

Page 484. This letter proved perhaps the most resultant of the lot, the postcard which accompanied it making it easy to reply to, and from the total number of firms approached in this way, 20 percent sent in an inquiry.

Page 485. A letter sent out by a London firm of tailors and which brought a large number of replies.

Page 486. A letter which was used in a mail order proposition to introduce a new line of cocoa. Although long, it opens attractively and should be read right through by the recipient. §101 The letter on page 487 was contributed by Mr. Charles E. Dawson of London, as the most successful of any he has ever written. It is rather long but well connected. The two postscripts are unique and breaks make the letter seem easier to read, which is always an advantage in a long letter.





Blackman-Ross Company Advertising



BET IN BOOKMAN OLOSTYLE AND BOOKMAN ITALIC VERSATILE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

No. 10 EAST 33rd STREET

New York City

Dear Sir: -

We want you to know us.

Some day it may prove useful.

We won't explain here the character of our work. Instead we will give the character of our thoughts.

To begin with: We don't aim to develop unsettled businesses.

We believe in building on a solid foundation and we seek the manufacturer who has I id his.

In our cwn busines we could make nowices and try to make them strong. In that we have a last troop make them strongs. We have a last inside the policy we aim to follow outside.

Wo seek c.ly a verticers he are former with the public - of which reast e mart. We say k only products how story is a strangene.

We don't ai to surrly of r to those who lack it.
We save ours for those who have it.

We know we have ability and we seek customers who will bring it out.

We have f w fir d adv rtisi c for las. One is - avoid the "cnly ": the track is too crowded.

We have little pations with the everienced mon who says he knows has a out a vortising now than which he started. We know we know one.

We realize that successful advertising is no child's play. Fut we welcome the difficulties as a good still ulant to good work.

We doubt the usefulness of terms like "Service", "Cooperation", "Colsu or I fluence" and "Lorohandising". We believe they are too big for sall men, and too vague for big ones.

We feel frankly that the efficiency spirit is leading

advertisers astray in their copy. The public has other occurtions as useful as advertise ent re ii . feel that we should take oare lest they find them more interesting.

Wo believe that an advertisement should hold both what the manufacturer wants to say and what the public wants to read.

To accomplish this, we believe in the waste basket.

We believe good work on the trade is too vit 1 to bandy words over. But we find most advertising to the trade slipshed. We believe printed talk to the jobber and r tailer should be studied as carefully as advertising to the public.

This brings us back to the waste basket.

Every member of our firm is bigger than all the r st of us in some particular. An exchange of vie s helps us all. We believe our views have the same value to the manufacturer.

We take the successes of advertising with a grain of salt. We have had our quota. But after we have liven the manufacturer his just dues, we find we must content ourselves with a moderate share in the credit. Alvertising has seldom saved a business funda entally weak, though it has greatly strengthened many businesses funda entally strong.

We believe the advertising agent works best with a good advertising manager and the manager best with a good agent.

That is all for the present.

We are sending this to some who are customers of good friends of ours. It is not private. It doesn't aim to sow discontent. But in this field unexpected changes take place. We simply want to make known who we are and what we stand for.

Very truly yours,

Successful Advertising Ideas



Business Bringing Literature

O. H. BLACKMAN F. J. ROSS

F. J. HERMES J. K. FRASER

Blackman-Ross Company

No. 10 East Thirty-Third Street

NEW YORK CITY

SET IN CLOISTER BLACE, NEW CESSION AND NEW CASSON ITALIC STRATHMORE ORNAMENT MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

An official in a company that leads the world in its line, in explaining to us an advance in their business, said:

"We discharged the men who would not atte pt the impracticable."

There is a big thought.

The ost practical advances have come from men with impracticable ains.

The manufacturer or advertiser who does not constantly attempt the impracticable risks finding hi sulf in a rut left behind by those who do.

One thing more than any oth r puts a thod of procedure into disuse. It becomes too practice 1; o rectice-able that all are able to practice it - and do. It loses value because it loses individuality.

We try to keep this before us in our work.

In talking with advertisers we oft a stand up for the impracticable and the ideal, in the face of the most pronounced views.

We are so eti es fully conscious that hat we alvocate cannot be worked out by the rest such a discussion. The route is not i portant. The distinct is. By insisting on the itelementary of the discussion develops. It would be miss different we stopped the discussion in the face of "practical" obstacles.

Very truly yours,

BLACKMAN-ROSS COMPANY ADVERTISING

10 EAST 33rd STREET NEW YORK CITY

SET IN GELLA ROBBIA AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Here is a thought on copy.

We wonder if you are thinking along the same lines.

We all agree that most advertising copy is dull.

Of course the defense is:

"It has a mission. It has got to sell goods. It is salesmanship on paper."

Assuredly.

But it needn't march up to the house with a sample case under its arm and a badge of the order on its lipel. That is hardly the type of sale men we welcome at our doors.

The best salesmen seldom look the professional salesmen at all. And we have seen no evidence that the best advertisement reed look or talk like a professional ad.

Usually a few members are picked from the famous "ity" family - "urity", "quality", "d | ndability", "reliability" and all the little "ity's." They are put do non paper and backed by crough will po er to move a mountain.

The will power would do the work but a little experience shows that it won't go into black and white.

Then arguments are shaped up that would be forceful if read.

We worder if the same advertiser would employ many salesmen who were convincing if heard? He would want some assurance that his man would get a hearing, wouldn't he?

A strong story to a man or women who is not listening is hardly an achievement for either a salesman or "salesman-ship on paper."

If the plea is salesmanship, why not learn from salesmen? The most selfish of them spares a few pleasant words for conversation's sake.

How often do we meet a good salesman without a sense of

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humor? And how often do we find a sense of humor in this pompous salesmanship on paper.

And still we see condemned as "clover but poor advertising" practically everything that the public likes.

If the public thinks it good reading the advertising fraternity almost surely pronounces it poor advertising.

That is an easy way to dodge hard work.

Popular, readable advertising is not easy to produce. It takes time. It takes some talent.

We've never known an advertiser yet who failed because his copy was too popular. If it fell short it wasn't too much popularity. It was too little something else.

A great deal of study is now devoted to making dull copy efficient. If we can judge by advertising results as we have seen them, the study would be better spent on making live copy efficient. To do its part, advertising must be read. To be read, it must be readable.

Every honest advertiser has some strong message to deliver.

His problem is how to get it home.

One school of advertising says: "Be brief."

Another says: "Tell your story."

Probably both are right. But there is a great difference between making state cents and making impressions. There is little value in a short advertisement that lacks point, or a long one that lacks interest.

Suppose a man you were talking to left in the middle of your talk.

You would hardly think he was impressed, would you?

Advertising copy in our opinion should be judged by the same standard. It should get interest. It should hold interest.

It should have point. It should have life.

When you tlk about results, life in copy comes hard.

comes of J.

For instance:

"J. c' h d a roken cro n. Jill had a tumble. Both misfo but a ca o from a trip up a hill to fetch a pail of water."

Co re t at with this:

"J c' d Jill ent up a hill to fetch a pail of water. J' fell do n and broke his crown and Jill came tumbling after."

One talks results. The other talks the actions behind them.

Which akes the better reading?

The top of the expedient. There are many that can be used to live out and interest to a sour I message. They are 'top in s, but they can be developed by study.

In callu ion:

The disply line seldom takes up more than 1/4 the space in an avertice out.

If fol's don't read your story in the other 3/4, what becons of ost of the money you spend for advertising?

We oft a find solid fects in sole a sermons and light touch s in conty nothings.

Fut we sald find advertising copy that's up to prime bacon, ith it "streak o' fat and streak o' lean" - copy that holds lot point and interest.

We think we have the ability to produce it.

Yours very truly,

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BLACKMAN-ROSS COMPANY

MAKERS OF MODERN



O. H. BLACKMAN F. J. ROSS J. K. FRASER F. J. HERMES

No. 10 East 33rd Street

New York City

SET IN BOOKMAN OLDSTYLE AND CLOISTER BLACK MISSAL INITIAL HAPDOOD FLORET AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

e lately promised a letter on the functions of advertisin; coursel.

To. t large houses employ a corps of salesmen.

This in - smirt, alive a d with a hobby - cole into contact ith the executive heads. They talk cales, silesproble contact roubles and salesprospects.

U less the energy to locks his doors against his or sales on he can't forget sales if he wants to. Willy-hilly, he this soler, studies cales, dresms sales.

he thinks caler, sturing cales, dreams sales.

User the instination of this sales contact the excutive divolops into a posttrating sales thinker.

Sales thods benefit.

Advitising lacks this ha an drag-net.

The Advertically alone. It is on his to ldors to radiate at such inspiration as the entire siles-force.

He ducerves help - assista t radiators, if you will.

That, as we see it, is one function of the advertising gent.

The carrie gent counds the confidence of an of the first countries. He is a clearing horse of the most a year last of the sand proctice.

l c. li.ri h t. A'/ rti li, liner with the safety check and the stirl that the Sales 'r g to f s l n -- "cts, i tof view desprience fro the field.

Advertising y loss sole from the outside.

So lucs print vanilar.

But the punction doubthes his it introctions and rection of a literary the return of the notions.

Advatising has possibilitie and for sof finas to t develop only torus a x in to a not thought.

lo with comparing the total critical profice.

unless how a constitution, on smort' in .

In continue this messary too st.

tu t...?

Very toly yours,

BLACKMAN-ROSS CO. Advertising New York CITY

Dated 7

SET IN STRATHMORE OLDSTYLE STRATHMORE ORNAMENTS CHAP-8DOK DUIDONS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Here is a manufacturing suggestion:

Stable merchandise is in direct competition with other staple murchaulise.

Fut a condidea often gives steple merchandise a non-contitive is stity. The ranafacturer then commands the stable price plus a price for the idea.

A problem less the idea of an attached piece of rubber male a fortule.

A hook and eye plus the idea of a hump made another.

A sensitized film plus flexible backing - another.

Chicle gum plus sweetening and flavoring - another.

Piscuit plus a moisture-proof package - another.

Ordinary fabric plus water-proofing - another.

Soap plus sand for scouring - another.

A razor plus the safety idea - another.

A watch plus stem winding - another.

A pen plus an inkwell - another.

And so on.

Some dry a rew idea added to shoes will make a specialty out of a starle.

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Sooner or later, an added idea will bring a non-competitive price for clothing.

The cleansing field is still wide open for ideas. The food possibilities seem almost unlimited. Confectionery, gloves, pianos, piece goods, shirts, cigars, underwear, etc., etc., are all waiting for ideas that will give a non-competitive identity and command a non-competitive price.

The product you deal in to-day was originally a novelty-idea or utility-idea.

If it has become a competitive staple, you are simply dealing in an idea grown old.

Would it not pay you to employ a man, at the salary of a good salesman, to spend his whole time reaching for ideas that are new? Commission him to look for improvements in your product that will give it a more distinct non-competitive identity.

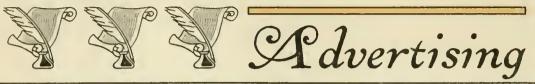
If an alert man spent his whole time in search of ideas it would be remarkable if something well worth while didn't develop.

We will ask the department head who receives this note kindly to pass it along to the department head most upt to be interested.

We have no immediate axe to grind.

Very truly yours,

BLACKMAN-ROSS COMPANY



SET IN PARET OLDSTYLE AND PARET ITALIC PARET BORDER VERSATILE DRNAMENTS AMERICAN TYPE FOUNDERS COMPANY

10 East Thirty-Third Street New York City

Dear Sir:-

There is completed of to-day's advertising which is, we think, slighted.

That is the value of establishing a likable personality.

It isn't enough to make people like your goods. You have not finished until they like you. If you accomplish this you est blish to valuable assets - a desire to buy your goods - a desire to trade with you.

Under present conditions the public is getting farther and farther from the manufacturer.

The required usually is a distant u leo n. Advertising holds the point to bridge that purso limp. It has the point to make friends of people in a very you.

So long as an intitution in the oye of the p blic is a value nothin, or for ly an ages iv ploof of the business, it ill half the force in a sile.

That is and to be one weakness in cory which is devoted chiefly to giving reasons.

The reasons and always here been, the basis for sound alvertising. But when reasons red ld up as a new sty for the pare apt to get here, cold logic in place of the frie dly advice.

Tue remarks are apt to sould as if we were taking to our coneind not to our friends. If they me the reader

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dislike us they will have a hard time persuading the reader to buy our goods.

Every advertiser recognizes the value of the friendly touch in the personal sale. It is curious that he should so often overlook it in advertising.

In a former letter we referred to the lack of hu or in current advertising.

We don't talk to our friends in hard, cold, dry terms. It is the sense of humor betw en friends that draws them together. The sense of hu or is leither s artness nor cleverness. It is merely an appreciation of facts as they are.

As the bluff wears off the sense of humor comes to the surface.

Your friend says: "Don't try to put that over on me." He resents stilted preaching. He wants you to condown to earth and talk things as they are.

When you do talk things as they are, the sense of hu or creeps in.

Then you co enco to est blish yourself on a friendly basis.

That is a sound basis for the in person or in print.

Rather a humorless tal' or the value of he or, isn't it?

Very truly yours,

BLACKMAN-ROSS COMPANY - Advertising

NUMBER 10 EAST 33RD STREET . NEW YORK CITY

SET IN MEMBERS OF THE BODONI FAMILY AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

When is advertising read?

Generally after the day's work - when people are resting.

Isn't it about time to reckon with this:-

What attracts our resting friends?

Moving picture shows outdraw stilted lectures.

Vaudeville plays daily; Shakespeare at cauticus intervals.

The public works hard by day. It seems to want a hard laugh at night.

And when resting readers sit down to the advertising sections what appears?

A few benevolent advertisers suggest trips to Europe, holiday hats, bon-bons, concert music and downy cots.

But most of them talk work.

The readers are invited to visit numberless factories; to test out the positive merits of many brands; by an implied battle to insist on certain other brand; to sit right down and send for quantities of valuable booklets; to wash dishes with specified cleansers; to reduce flesh by exercise; and to disport themselves in sundry equally active occupations -- after union hours.

Most advertising talks work, and in work-a-day terms.

It is written to interest a tense working spirit in place of a relaxed receptive spirit.

Fortunately, advertisements aren't human - or their cold reception would send most of them behind the scenes in a panio.

Give the audience more entertainment and, it is safe to say, they will give the advertising more attention. Remember, we are talking to people who are relaxed.

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Some one asks: "Well how about sales?"

We will answer Yankee-wise: Do our friends trade by preference with the solemn-visaged shopkeeper, or the man who greets them with a smile and a laugh?

The manufacturer who will put geniality into his advertising will appear the stronger for it.

In advertising, the hard work should be done by the writer - not the reader.

Of course, a great deal of dull advertising has succeeded. The credit, usually, is due to the force of advertising, not the force of the copy.

The dull pleading is waiting for a wholesale uplift.

It's time to give the tired public more advertising joy.

And, they'll respond.

We needn't worry about that.

No. We don't propose to circulate pleasantries at the expense of convincing talk.

We propose the plane tries as a surar costing, to make strong talk the more accountable and therefore the stronger.

We appreciate, too, that life has its sol on moments, and commerce its strips that shouldn't be trated in the lighter voin. But the topics are few and the moments we would like to have fewer.

Very truly yours,

P.S. Repeatedly we've been asked, "Why don't you say more about yourselves?"

That is coming.



BLACKMAN-ROSS CO.

O. H. Blackman J. K. Francr F. J. Hermen F. J. Ross Original and Advertising



SET IN NEW CASEDN AND NEW CASEDN ITALIC STRATHMORE DRYAMENTS

10 East 33rd Street

New York City

Dear Sir:-

Advertising is a product of personal ability - nothing else.

The best that a y Adv rtising Agency can offer you is the creative strength of in ividuals.

Th solicitor is i portant. Good office management is desirable.

But, the one big, vital question in your selection must be:

" nat en will create our advertising?"

Next: " .at are th ir capabilities? To what extent will they work ith us?"

Different Ag naics are built along different lines. One form is the duart ental organization. It comprises subdivided clerical, copy-writing, and soliciting staffs.

Such an Agency generally holds individuals of marked ability.

Eut, in an organization of that kind, the real creative work is usually turned or to a staff of moderately paid writers. The high-paid non are the business getters.

Under our plan, both the advertising and sales planning are in the hands of one group.

Every account in our office has the direct attention of every one of the seven ben who make up this group.

These seven en have been repeatedly drawn into many of the biggest advertising problems in the country.

Six of them have held executive positions demanding pronounced capacity. Their time in these positions was given mainly to subordinates. It is now given wholly to advertisers.

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We have no lo -paid "creative staff." For that r ason we cannot afford to har dle, a do not all, a lart class of accounts that ould be perfectly acceptable to the big depart intal organization.

Our theory is a small group of able men - a s all group of profitable, precising accounts.

We feel perfectly safe in saving that no Agang in the country consistently brings to aron its account as uch high-grade promal ability as we do.

Every n n in this organization entered it at an i-o-diate p rson l sacrifice.

The inclusive that brought us to other as or combelief in the nonsity for, and the future in, and any that sold offer the direct, personal sorvice of a liberal group of his h-calibered men.

We have all liv d thro gh, a d s en the inco plet n ss of, the executive idea in a v rtising.

We kno, free earlines, that t' stronget retive cannot g the first-ord product of a color recentive staf. And, notice get of first-ord the ability con productly deal it t' roll that continue the usual an ertisor under to-day's conetitive continue.

A majority of the real record to rebt of the a sof 3 140. The at real real restriction proclaise tradictority at of control to the soft restriction.

Six of the e en have adva c i through purely c ywriting positions.

One was Editor of the two leading advertising journ ls,

and head of the second-largest copy department in the country.

One entered advertising by creating the Sapolio "Spotless Town" series, and later proved himself one of the most forceful prose writers that the business has seen.

One, during a recent Presidential campaign, handled the magazine propaganda of the Republican party.

These men write from a matured insight into the whole marketing problem.

Our space planner is not simply a buyer. He is an officer of the Company. His judgment on mediums is backed by sound experience both in mediums and in advertising. He works as part of the creative group.

His attitude toward space buying is entirely different from that of the usual Agency space buyer, who, as a rule, is an estimate clerk.

Before he starts active space planning, he has learned the nature of the advertiser's distribution - whither it is secured through jobrers or direct - the obstacles - what the advertising must accomplish.

Three members of our creative group have in the past been merchandiso salesmen. One was a factory superintendent. This experience acts as a safety check on advertising theory.

Too often salesmen are asked to preach a glowing story of future advertising results.

The salesman who is worth his salt won't accept vague theory. Before he talks, he believes. Before he believes, he applies his common sense. Rosy advertising hopes offer him little sound help.

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The real problem in advertising and sales co-operation is not booming vague advertising futures. It is arriving at sound sales practices.

That takes a contact of sales and advertising minds.

The Advertising Arent to work properly with your Sales Manager must know both the limitations of advertising, and the natural working methods of salesmen.

We have repeatedly been engaged by institutions of standing, on a retainer basis, purely for our sales advice.

The Advertising Manager's position is not an eary one. The separate advertising depart. It is a recent development. Its place is not yet clearly defined.

To do his department justice the Advertising Manager should be allied with an organization which till in justice to advertising from both the altertising a little proctical sales standpoints. That requirement we think we fill.

As we see it, the Advertising Depart ent is in much the same position as the corporation Legal Depart ent. It should be strong itself. It should work with strong outside help.

About our solidity:

This Company is less than four years old.

It has never borrowed a cent.

It has never missed a cash discount.

No institution in the field pays more promptly.

§1

That, briefly, is our story.

If you should engage us as your agent you will be assured of this:

You will work with a group of aggressive men of unusual advertising experience and demonstrated capabilities.

Your problem will have the direct attention of these principals.

We are not human avalanches. We don't know more about your business than you do. We have no ready-made formulas. But, we do have common sense, a sound working method, a vigorous working spirit and a group of creative abilities that are very much out of the ordinary.

This, as you of course appreciate, is a circular letter. But the list that it goes to has been carefully selected. There are many advertising accounts that we don't want. Hardly a rock rasses that we don't decline business. We are organized to fit certain kinds of business that offer a real scope and pro ise a real future.

In our judgm nt yours is one of them.

If you should be interested in our terms, a list of our custoers, evidence of our sales-planning methods, of our ability to produce copy that does justice to a business, or further details of any kind, we shall be glad to furnish them.

Yours very truly,

Before sending out this letter we put it before an acquaintance prominent in the advertising managing field.

We asked him if in any way it appeared to be an overstate ent. He said, "No, I think it fairly represents you."

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BLACKMAN-ROSS COMPANY



PAMPHLETS AND BOOKLETS NEATLY DESIGNED AND ILLUSTRATED

Dummies Prepared





NUMBER TEN EAST THIRTY-THIRD STREET

NEW YORK CITY

SET IN MEMBERS OF THE CHELTENHAM FAMILY VERSATILE ORNAMENTS LITHOTONE BRASS RULE AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

As a result of the dissolution of the Standard Oil Company, we have ceased to handle Standard Oil advertising.

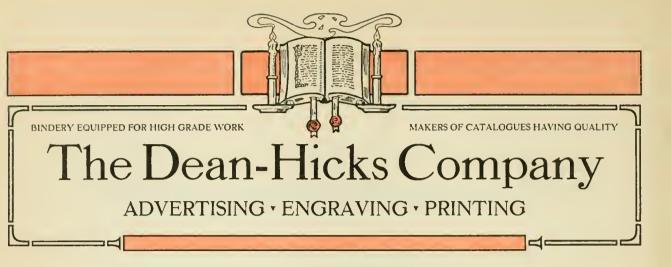
To prevent possible misunderstandings over our position Mr. * * * * * *, Advertising Manager of the Standard Oil Company, was kind enough to volunteer the following statement:

"During the past year your Agency has handled two distinct campaigns on entirely dissimilar products. I have felt all along that the work you have done on these campaigns was of an exceptionally high order and I know that you will be as gratified as I am to learn that the actual results in both cases have more than exceeded our highest estimates. On both of the articles - the advertising of which you have handled for us - we have broken all records as to sales, and in what might be called an 'off year' at that.

"I believe that the industry and perseverance which you have exhibited in going into a consideration of the whole marketing side of the business is really what gives you the foundation for such effective work.

"You are at liberty to use this letter in any way you see fit."

Very truly yours,



Grand Rapids, Mich.

ET IN STRATHMORE OLDSTYLE VERSATILE ORNAMENT SCHUIL ORNAMENTS

Gentlemen: --

I was talking with a Grand Rapids manufacturer last week. He said the furniture industry was one of picayune businesses. Beside the giant industries in chewing gua, food stuffs and wearing apparel, the little pig its doing one quarter of a million to three-quarters of a million a year in furniture, were really pitiable.

Twenty years ago, we bought any kind of ready made clothing off the counter, at 10 or 12 a suit. To-day we indist on a particular brand and pay 28\$ to 45\$. One maker of this clothing does 15,000,000\$ worth of this business a year.

I absolutely agreed with what this Grand Rapids man said and I admitted that, while the furniture men had been short-sighted and narrow-minded co pared with the men in other lines, perhaps the fellows who advised them about their advertising were really the guilty parties.

With this letter the * * * * * Corpany makes a new resolve. It will not talk <u>little</u> ideas, modest appropriations, temporary attainments. We are going to talk and plan and advise for the same kind of big things that have been put over in the automobile industry. We have been doing this in a few places, but we have been afraid of our story.

What this Grand Rapids man said, makes us believe that it is time to use a little courage.

Are we right and do you want to start something?
Sincerely yours,

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TELEPHONES
TRI STATE CENTER 1188 NORTHWESTERN NICOLLET 288

THE MAC MARTIN ADVERTISING CO.

OF MINNEAPOLIS

OFFICES, 1020 SECURITY BANK BUILDING

SET IN CAMBRIDGE SERIES
THE H. C. HANSEN TYPE FOUNDRY
BOSTON AND NEW YORK

Dear Sir:-

I have been intending to write you ever since I returned from the Boston Convention.

They say that the time to advertise is when you want more business.

If you are interested in getting in closer touch with your buyers or in decreasing your proportionate selling cost, I should like to show you what we have done for others.

I have been wondering if a booklet telling about your proposition just the way you would tell it to me, if I wore a prospective buyer, would not be of value just at this time.

The facilities of this office backed by eight years

experience in this territory are at the other end of either

of your telephones, there in front of you.

Yours very truly,

OFFICES
Number
Ten Twenty
Security Bank
Building

The MAC MARTIN ADVERTISING COMPANY of MINNEAPOLIS

TELEPHONES
Tri-State
Center 1188
Northwestern
Nicollet 288

SET IN DELLA ROBBIA MONOTONE BORDER

Dear Sir:-

Just at this time, when you are reviewing the past twelve months and making plans for increased efficiency, I have been wondering if some of the records and data which this office has accumulated may not be of assistance to you.

Even if you do not use any of our particular products

I will be glad to furnish you, free of charge, any data or

suggestions which my company in its eight years of experience has acquired.

We have found that, no matter how much or how little advertising one expects to do, a definite plan for at least one year in advance often eliminates much waste and greatly increases efficiency.

May I take this opportunity to thank you for favors

you have shown me in the past and add my word to the many

wishes you are receiving for a Happy and Prosperous New Year.

Cordially yours,

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PHILADELPHIA 300 Chestnut Street NEW YORK Fifth Avenue Building BOSTON Old South Building CHICAGO 105 So. La Salle Street CLEVELAND 1006 Euclid Avenue

N. W. AYER & SON ADVERTISING

PHILADELPHIA

SET IN BULFINCH OLDSTYLE

Dear Sir:-

We regret to advise you that there is an error in our 1911 calcular. It is in the section under the flaps, here we have overlooked the fact that 1912 is a leep year.

Having sont you a calendar, we feel that the least we can do is to sold you a corrotion. We are accordingly enclosing a new section that may be pasted over the incorrect part. You will find it provided with a lesive in order that it may be conveniently attached.

Three of our friends have already discover d this error and written us concerning it. We hope the correction will arrive in tile to prevent you any inconvenience.

We cannot fully express our annoyance and recret at having circulated such a list ading thing. In the course of business we have now and then dropped a stitch but never a day. The chief satisfaction in sight sees to be the reflection that 1912 will give us one additional day to serve you if you so elect.

With best wishes,

Very truly yours,



1313 Waldheim Building

SET IN ENGRAVERS ... D ENGLISH OPEN WAYSIDE ORNAMENT

Dear Mr. * * * * * *

This is my Red Letter Day.

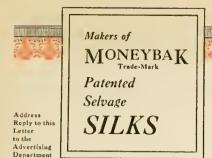
I have moved to the Thirteenth Floor of the new * * * * Building. My trip up in the world was made possible by the hearty and cordial suggert given my new Advertising Bariness by * * * * * City.

If you have any smalling idea that an advertising ran, who has put in cighteen y are in the hard solded of experience, can be of a rvice to you, I really couldn't suggest anything better than that you call 'ain 8"3 on the Boll, and give me an experiently to go over your matter with you.

Or drop me a li e (I'm out a good bit, because I prefer to do my work for a mon in his place of business where inspirations flow freely.)

Very respectfully,

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York Silk Manufacturing Co

ADVERTISING DEPARTMENT

York, Pennsylvania

SET IN NEW CASION AND NEW CASION ITALIC CHAP-BOOF BORDER LINEAR BORDER NO. 2 PUOLE PRINTING CO., BOSTON, MASS.

Dear Sir: -

I will call on you by mail at short intervals to show
you why it will be to your advantage to carry a line of the

* * * * * Patented Selvage Silks.

YORK SILK MANUFACTURING CO.

Manufacturers of the Famous Money Bark Patented Selvage SILKS

SET IN MEMBERS OF THE CHELTENHAM FAMILY POOLE PRINTING CO., BOSTON, MASS.

YORK, PENNSYLVANIA

Dear	Sir:-
he co	Four years ago a retailer in a large eastern city said ouldn't sell high-grade black silks.
	People wouldn't pay the price.
	We asked him to try.
	He did try.
	We worked together.
Silks	First year he purchased \$350.52 worth of * * * * * * * * * * * * * * * * * *
Silks	Second year he purchased \$1378.47 worth of * * * * * * * * * * * * * * * * * *
Silks	Third year he purchased \$3985.91 worth of * * * * * * * * * * * * * * * * * *
Silks	Fourth year (to Dec. 1) \$7444.31 worth of * * * * * *
	But that's in a large city.
towns	Let us show you what we are helping merchants in small to do.
• • •	One firm in a town of 5000 in western Ohio took up the
costi	Their first purchase was one piece of * * * * * * ing \$58.85 net.
Silks	First year they purchased \$275.84 worth of * * * * * *
Silks	Second year they purchased \$532.85 worth of * * * * * *

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Last year (to Dec. 1) \$1367.17 worth of * * * * * Silks.

In 1905 a Michigan merchant in a small town of 3300 bought a trial order of one piece of * * * * * Silk amounting to \$66.13 net.

His purchases for the year amounted to \$178.63.

For the 11 months ending Nov. 30, 1906, this same merchant has bought \$422.08 worth of * * * * * * * Silk.

In a California town of 2200 a small firm in 1905 tried a half piece which cost them \$40.47 net.

Their purchases for the year amounted to \$225.63.

To December 1 their 1906 purchases of * * * * * * Silk amounted to \$760.75.

Merchants in smaller towns do just as well.

Last year a firm in a town of 1000 in Missouri bought a trial order in February. To December 1 they have already purchased \$342.65 worth of * * * * * Silks.

These few instances give you an idea of the growth of the silk department sales where the merchant takes up the * * * * * line and co-operates with us to push it.

While we prefer the laying in of a full line at the start, we do not insist on your doing so.

Most merchants in small towns start with a piece of the 34 inch * * * * * * XX taffeta at \$1.22\frac{1}{2} or the 27 inch * * * * * * XX taffeta at \$1.05.

Shall we send you a piece?

York Silk Manufacturing Company

MONEYBAK PATENTED SILKS

Address Reply to This Letter to the Advertising Department

York, Penn.

SET IN BOLD PEN PRINT AND PEN PRINT POULE PRINTING CO., BOSTON, MASS.

Dear Sir:-

Quality is the reason for the sales growth of the * * * * * Patented Selvage Silks.

In appearance these silks have a beautiful block luster, a mellow touch and their w aring qualities are like the silks our grandmothers used to wear.

Another thing, we guarantee these sills to give setisfaction. If a clim is mode for dicts or provide is the fault of the cil, we still of your city till you to adjust it to the satisfaction of your city.

We would never think of daing this if the quality wasn't in the force.

* * * * * * Patented Selvage Silks are pure dye silks.

But that means very little.

Every manufacturer tells you the same thing.

Puro dye silk once went pure silk with just sufficient dye to give it a lasting color.

Now, it so often cams that the silk fabric is purely dye and very little silk.

This is a fact.

One of the textile journals editorially do in this condition in the silk bodies and to do of three pieces of black talleta cill, the total leading stores in low York City, by Processor Alpea, of the Philadelphia Textile School.

One piece marked * * * * * * was bought at \$1.00 for the narrow width; another, an imported blood to take the width and price was marked look 2 and the third piece marked number 3 was the same width and cost 75 certs.

The result of the analysis was subjitted to the editor in the report of Professor Algeo dated March 4, 1904, in which he says:-

"In accordance with your favor of Teb. 18, 1904, requesting an analysis which would determine the relative

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amounts of material other than pure silk in the three samples of silk taffet s which you enclosed, the following is substitted as a brief summary of the results of the analysis:-

Sample marked * * * * * contains 91% of pure silk.

Sample marked No. 2 contains 721% of pure silk.

Sample marked No. 3 contains 39 of pure silk.

The term pure silk is here used to represent silk from which the silk gum or sericin has been removed."

Pretty conclusive evidence, isn't it?

The next test silk to * * * * * contained only 721% of silk a d 271% of dye.

Just think of it!

Three tiles as much dye as in * * * * * and selling at the same price.

Is it any wonder that * * * * * * was awarded a Grand Prize at the Louisia - Prochase Exposition for its parity and long waring collity?

* * * * * is the silk that is building up the silk depart. Into of over a though dimerchants in the United States and it will holp yours.

These silks are made in two weights, * * * * * * XXX and * * * * * * XX. The lilter eight, * * * * * * XX, is the more popular and a reader seller.

*	* *	非	2 E	XX		Ta:	ffeta	*	* *	٠	XX	P	eau	1 0	le	Soie
23	in.						\$.90	20	in.							.95
27	in.				٠		1.05									1.10
34	in.				٠		1.20}	26	in.							1.30
36	in.						1.35	30	in.							1.45
								36	in.							1.65

Let us send you a piece of each.

York Silk Manufacturing Company

MONEYBAK PATENTED SILKS

Address Reply to This Letter to the Advertising Department

York, Penn.

SET IN BULFINCH OLDSTYLE BULFINCH BORDER

Dear Sir:-

There are three reasons why we authorize you to adjust without quibbling any reasonable claims for poor wear of the * * * * * Silks.

The first is the quality of the silk.

The second is the purity of the dye.

The third is the patented detachable selvage.

Two of these features would not be sufficient to make up the perfect * * * * * fabric. The three are absolutely necessary.

No matter how pure the dye or high the quality of the silk, if the manufacturer cannot separate the perfect pieces from the imperfect, they all must be sold bearing the trademark of perfection.

That is the superior point about the * * * * * Patented Selvage Silks.

Notice on the enclosed sample how the selvage is attached.

You will see that the patented detachable selvage is not a necessary part of the fabric, and can be removed without damaging the edge because there is another or inner binding.

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In this way every defective piece of * * * * * * Silk, whether it be the fault of spinning, dyeing, weaving or finishing is cast aside and the trademark removed and the silk disposed of through other channels.

Perfect pieces only bear the * * * * * Patented

Detachable Selvage and these you are authorized to sell

with our guarantee that they will give satisfactory wear.

If by any possibility they do not, you are told to adjust any reasonable claim to the satisfaction of your customer.

That will mean a great deal to you because satisfied customers are your best advertisements.

Every one sends you another.

That's why it will be to your advantage to co-operate with us in pushing the * * * * * Patented Selvage Silks.

The wide widths, due to the fullness of garments, are the best sellers at present.

For that reason we advise you to take a piece of the 34 inch * * * * * XX taffeta at \$1.10 for a start.

When shall we send it?

Now or January 15?

The York Silk Manufacturing Co.



Advertising Department

York, Pa.

SET IN HEARST AND HEARST ITALIC HEARST INITIALS POOLE PRINTING CO., BOSTON, HASS.

Dear Sir:-

You have read what I say.

in the * * * * * * line.

Now read what a firm who has been handling the * * * * line for four years says:

"We placed this silk in stock four years ago because in our judgment, it was the best silk on the market for all purposes. We made no mistake - as hundreds of customers that have bought * * * * * Silks will testify. Ask anyone that has a * * * * * Silk and they will tell you, as they have us - 'The best silk I have ever bought.'"

But read their advertisement which we enclose.

They made no mistake - neither will you if you put

If you do this at once, we will confine it to you for your town, and help you sell it.

Suppose you start with a piece of the 26 inch * * * *

XX taffeta at 90 cents or a piece of the 34 inch * * * *

XX taffeta at \$1.10, or both.

The selling helps will follow at once.

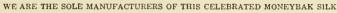
Yours truly,

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YORK SILK MANUFACTURING CO.



MAKER OF MONEYBAK PATENTED SILKS





SALESROOM: 83-85-87 GRAND STREET, NEW YORK 🔻 ADVERTISING DEPARTMENT: YORK, PENNSYLVANIA

SET IN CENTURY EXPANDED CENTURY BORDER STRATHMORE ORNAMENTS POOLE PRINTING CO., BOSTON, MASS.

York, Penn.

Dear Sir:-

I enclose a copy of our Spring 1907 price list showing the various weaves and widths in which the * * * * * Silks are made.

These prices are subject to a discount of 6/10/60 days extra.

Each dealer selling * * * * * Silks receives a copy by mail and our salesmen are not allowed to make any deviations in these prices.

Thus you buy the * * * * * Silks with as much advantage by mail as if visited by our salesmen.

The retail prices given in the pamphlet are not advertised because distant merchants cannot sell the silks at as low a price as those nearer our New York salesrooms.

We have no objection to your asking more but we don't want you to sell them below these figures.

That's fair, isn't it?

It is our aim to protect and co-operate with all the * * * * * dealers in every way.

As a trial let us send you a piece each of * * * * * * XX 27 inch taffeta at \$1.05 and * * * * * * XX 34 inch taffeta at \$1.22\frac{1}{2}.

The York Silk Manufacturing Company

MAKERS OF

MONEYBAK

PATENTED SELVAGE SILKS

Advertising Department

York, Pa.

SET IN CONDENSED LITHO

Dear Sir:-

How much do we spend advertising the * * * * * Silks?

Let's put it another way.

How much do we spend in co-operation with dealers to push the sales of the * * * * * Silks in their own localities?

That's better.

It all depends. Of our 1050 agents, some are in districts where people want the best of everything and are willing to r y a reasonable price for it. Others are not so fortunate and must educate their patrons that it pays to buy the best merchandise.

It is in such places that we spend most of our adver-

tising money.

It shows results, too.

Merchants who never handled silks over a dollar a yard are surprised to find how the * * * * * Silks are preferred after they are brought to the attention of their patrons.

But to answer the question of how much we spend to co-operate with you in pushing the sales of these silks.

By our last financial statement the total a ounted to \$139,327.87.

Divide this amount by the number of * * * * * dealers

and you have your answer.

Think for a mement what co-operation like this year in and year out will mean for your silk department and your store generally.

Think, too, what it would mean to you if your competi-

tor were employing this force against you.

The opportunity is yours.

Will you take it?

Let us know at once so that we can got to work on your

selling helps.

For a start we advise a piece each of the 27 inch

* * * * * * XX taffeta at \$1.05 and 34 inch * * * * * XX
taffeta at \$1.22\frac{1}{2}.

Yours truly,

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YORK SILK MANUFACTURING COMPANY

MANUFACTURERS OF



PATENTED SELVAGE SILKS

York, Penn'a

SET IN CHELTENHAM OLDSTYLE COND. NSED. NEWSPAPER BOPDER.

Dear Sir:-

We help you sell the * * * * * Silks through your local dressmakers.

How many are there in your vicinity?

Do they all deal at your store?

They will if you sell the * * * * * Silks.

Why?

Simply because we make it worth while for them to do so.

Read the enclosed offer which we authorize you to make them.

For every twenty-five yards of the * * * * * sclvage which they return to us we will send them one yard of the twenty-six inch * * * * * XX taffeta which you retail at \$1.25 a yard.

Think of it!

Every yard of * * * * * selvage they return to us is worth five cents to them.

And there are a lot of them returning it.

Read the letters which they write us.

In our New York salesrooms there is a ball measuring nineteen inches in diameter and which contains more than thirty-five thousand yards of the returned * * * * * * selvage.

You can readily see by this offer the dressmakers

help you increase your silk, notion, lining and other sales because your store will be the only one at which they can buy the * * * * * Silks.

We are confining towns daily for an increasing number of merchants and the opportunity is yours if you are the first to send in your order for immediate or future delivery.

Don't delay.

Simply make a note of the silk and helps you want on the bottom of this sheet and return it to us.

We will send them to you with the least possible delay or hold them for you until Spring.

In that way you will be sure of the agency for your town.

Very truly yours,

Silk:

Mdse. envelopes,

Booklets,

Selling:

Helps :

Signs,

Electrotypes,

Dressmaker propositions,

Name_____

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York Silk Manufacturing Company

MAKER OF MONEYBAK PATENTED SILKS

Address Reply to This Letter to the Advertising Department

York, Penn.

SET IN SHAW TEXT, RECUT CASLON AND NEW CASLON POOLE PRINTING CO., BOSTON, MASS.

Dear Sir: -

Your competitors help you advertise the * * * * * Silks.

They can't help it.

They do it in self-defense.

Best of all they advertise these silks to the women you have the most difficulty in reaching.

It's this way.

Your competitor knows as well as you do that the * * * Silks are superior to all others.

By the distribution of the selling helps you give every women in your vicinity facts and evidences which convince them that the * * * * * Silks are the best silks they can buy.

You are the only one from whom they can buy them.

The women who buy at your competitor's ask him for them.

He does not have them.

Offers them something else.

They tell him about the good points of the * * * * * * Silks and the weak points of others so that he must defend his own goods and in this way, by his counter attacks and explanations he puts his customers in a position of championing the * * * * * Silks.

When once you get women using your arguments to convince another person they are pretty certain to convince themselves by the force of their own eloquence and your proofs.

See how it works out.

A retailer in the South used our selling helps to such good advantage that his competitor couldn't stand it any longer.

He "hollered."

Said his own taffeta silks were the peer of any silk manufactured, * * * * * *, or any other made.

Read his advertisement which the delighted * * * * * * agent sent us.

Judging from the way this * * * * * agent's sales are growing, this advertisement bought and paid for by his competitor was the best he ever had.

Shows, too, that our selling helps do help.

They'll help you.

If you send us your order for immediate or future delivery at once, you'll be sure of securing the agency and we will get to work on your selling helps.

The York Silk Manufacturing Company

MONEYBAK Patented SILKS

Advertising Department

YORK, PA.

SET IN CLEANFACE GOTHIC POOLS PRINTING CO., BOSTON, MASS

Dear Sir:-

You want to know how we help you sell * * * * * * Silks.

There are a number of ways.

One of the best, as any relants tell us, is the merch is related per resulply free for their use.

These carel res will cave you a part of your n cessary fixed expenses as we furnish the free and pay the freight to your to an

The encelops, as you ill notice from the enclosed, are nicely print in the color and ill have your name printed on an the dealer relli * * * * * * Silks.

The stafford a good way to tell the * * * * story to every we ho buys at your store.

Besides, every envelope you send out is an advertisement not only for * * * 2i'', of this you are to only dealer in your to n, but for your entire store as well.

You can redily see by your on exterience how this direct advertising lelps you.

For instance, we advertise * * * * * Silks in the trade pa ers.

You do not seem to notice.

But we come direct to you with a letter.

You read it and it makes an impression upon you.

You receive another.

The impression deepens.

Thereafter when you pass your silk counter you naturally think of * * * * * * Silk.

You can't help it.

So, too, with the women who buy at your store.

They will hear so much of * * * * * Silk that when they are ready to buy, they will want * * * * *.

This will be profitable to you for several reasons.

First, you will sell more silk than you do now.

Second, your increased profit resulting from more sales.

Third, your customer will be well pleased and will send another.

Fourth, your store will maintain its reputation for carrying the best in every line.

Fifth, the * * * * * envelopes will save you the expense of buying others and you save the freight.

Kindly advise us when you will take the agency so that we can get to work on your envelopes and other selling helps.

Yours truly,

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York Silk Manufacturing Co.



MONEYBAK PATENTED Silks

Salesroom: 83-85-87 GRAND STREET, NEW YORK CITY & ADVERTISING DEPARTMENT, YORK, PA.

York, Pa.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir:-

Do you have a mailing list?

Good!

Let us know how many names you have so that we can co-operate with you in selling the * * * * * Silks to every woman in your vicinity who is likely to buy silks.

How?

Simply by having you tell her the same story we have been telling you.

We make this easy for you by giving you as many booklets, like the enclosed, as you need to go round your list.

That will mean a lot of additional business for you.

Not only that, but it will make your store known as the silk store of your community.

A reputation worth striving for.

But read the booklet.

Yours will bear your imprint on the front and back covers and by sending it by mail you will reach your customer when she is at rest and her mind receptive.

It will not go the way of other booklets because it

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comes direct from you and she knows there is something important in it for her.

Then, too, it will reach her after she has seen the merchandise envelopes and signs in your store and possibly the silk itself.

In this way * * * * * * Silk is not a stranger but a familiar friend introduced by one in whom she has confidence.

She learns all its good points and you fortify her with facts and evidence about the superiority of * * * * * and the weak points of others so that when she is ready to buy silk, she will want * * * * * and no other.

All this information she will remember and will be ready to i part it to anyone who even mentions silk.

Think what this will mean to your store.

The merchandise envelopes, booklets, signs, electrotypes of advertisements and other selling helps will be forwarded as soon as possible after you take the agency.

Write for it before the advance in prices which takes effect December 15th and we will confine it to you for your town.

YORK SILK MANUFACTURING COMPANY

MAKER OF MONEYBAK PATENTED SILKS

Address Reply to This Letter to the Advertising Department

York, Penn.

BET IN MEMBERS OF THE CHELTENHAM PAMILY AND BOXHEAD BOTHIC POOLE PRINTING CO., BOSTON, MASS

Dear Sir:-

Your satisfaction will be great if you sell the * * * * Silks.

I know this from the experience of other merchants.

Read the enclosed letter from one of them.

Here's what they say:

"Our success in sales and satisfied customers through the distinctive high quality of the * * * * * Silk and the liberal publicity given to the difference between good and bad silks means that our houle is talked about in connection with purchasers who desire high-grade silks and our store as the place to get them."

Pretty strong, isn't it?

Bears out what I've been saying about the quality of the * * * * * Silks and the advertising helps we supply.

This firm says further:

"Merchants and considers are wary, worn out, out of patience and thoroughly disheartened with poor silks."

No wonder!

Not much satisfaction in selling such goods.

This firm's experience is very similar to that of another large house who advertised the * * * * * Silks in this way:

"You have learned that it doesn't pay to buy doubtful silks. We have always known that it didn't pay to sell doubtful silks. Being agreed upon this it will be easy to come together in rallying 'round the standard of "* * * *", The Honest Silk."

We enclose a copy of their advertisement.

Near the end of it they say:

"We should say that we have been selling the * * * * * Silks for many months, and that we have rarely ever had a customer demand the return of the price paid because of any defect. The satisfaction that comes through selling such silks is great indeed to us as it must be a satisfaction to those who use them."

You can easily imagine the feelings of a firm who advertises the * * * * * * Silks in this manner.

Shows that they have great confidence in them.

You will have the same confidence and satisfaction if you sell your customers the * * * * * Silks.

Suppose you try a piece or so before the Spring rush and let me know the result.

Say a piece each of the 26 and 34 inch * * * * * XX taffeta.

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York Silk Manufacturing Co.

SALESROOM 83-85-87 Grand Street New York MONEYBAK PATENTED SILKS

Advertising Department York, Pa.

SET IN WINCHELL AND CONDENSED WINCHELL -

York, Pa.

Dear Sir:-

You needn't bother writing silk advertisements, if you sell the * * * * * Silks.

We'll do that for you.

The enclosed booklet shows a number we have all ready set up in type to send you.

These can be used secretally as described on the first page or co biled as she in the advertisement le enclose.

The electros consisting of type matter and illustrations are equally good for circulars, folders, fashion sheets and he spapers.

If your advertisements are illustrated, so much the better. A picture always attracts and tells the story quicker and is rore effective than mere type.

Leading merchants everywhere appreciate this fact and in the larger cities, large forces of experts are colleged to prepare this besiness not and the outlay for planning, writing and illustrating is collid rable. In the larger to make you do not enjoy these advants as and your advantagements represent hurder work and a proportionate increase in expenses for illustrations and cuts.

If you sell the * * * * * Silks, we relieve you of this work and e penso by sending you as many of these electrotyped advertisements as you can use.

Think of the benefit your store will derive from all this advortising.

It will be the one most talked about in your community. Better take the opportunity now.

It's yours with your first order for * * * * * Silks.

Suppose you start the new year with a piece each of the 26 inch XX * * * * * taffeta and 34 inch XX * * * * * * taffeta.

THE YORK SILK MANUFACTURING CO.

MAKERS OF







SILKS

Advertising Department

York, Penn.

SET IN OCULA ROBBIA DELLA ROBBIA ORNAMENT POOLE PRINTING CO., BOSTON, MASS.

Dear Sir: -

See what the big retailers say of the * * * * * Silks.

A Philadelphia firm says:

"There is an honest black silk m de in York, Pennsylvania. It is called '* * * * * * and the name means this: The merchant gives the customer's money back if the silk is a cheat or 'goes wrong' - and the mill stands the loss."

Note the evident pride in the next sentence:

"We have the selling of it."

A Minneapolis firm says:

"The best black silks made in America are the justly famous * * * * Brands which stand for perfection in weave, quality and satisfaction."

A Chicago firm writes as follows:

"When you see the name * * * * * on the selvage of black eilk it means silk insurance."

A leading New York merchant speaks about "the well-known wearing qualities for which the * * * * * Silks have become famous."

The Boston Silk Store advertises them as "the celebrated production of the best and most progressive manufacturers in this great country."

But read their advertisements which we enclose.

They speak for themselves.

Note the pride and satisfaction expressed by each of these firms because they have the selling of the * * * * * * Silks.

They have been selling them for some years and find the demand steadily increasing.

So will you.

Send us your order to-day for a piece of the 26 inch

* * * * * XX taffeta or the 34 inch * * * * * XX taffeta
and we will confine the sale of it to you for your town.

We'll help you sell it as we do for others.

Yours truly,

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YORK SILK MANUFACTURING CO.

SALESROOM 83-85-87 GRAND STREET NEW YORK



ADVERTISING DEPARTMENT YORK, PENN.

PATENTED SELVAGE

SILKS

SET IN HEAVY COPPERPLATE GOTHIC AND COPPERPLATE GOTHIC BOLD AMERICAN TYPE FOUNDERS COMPANY

YORK, PENN.

Dear Sir:-

A western firm writes:

"What does the * * * * * guarantee mean? We have had considerable experience with silk to our sorrow and have decided to confine our silk business to one line as nearly as possible for we realize we can have a chaner and more satisfactory stock and our advertising will give better results."

Good!

More than a thousand progressive merchant: have arrived at the same conclusion and large numbers are doing so right along.

But that's not the point.

I want to explain the * * * * * guarantee and what it means to you as I did to this firm.

Read the enclosed copy - front and back.

It says to your customer: "In case your * * * * * * Silk gives unsatisfactory wear return the garment with this coupon to the merchant from whom it was bought."

That means you because you are given the exclusive agency.

"The purchase price will be refunded on all * * * * * * Silk that proves defective with reasonable and ordinary wear."

That's clear, isn't it?

Now let's explain it by an example:

Suppose one of your customers buys and has made up a dress pattern of * * * * * Silk which fades, cuts and goes wrong.

She should by all means return it to you with this coupon.

If the claim is a reasonable one and the trouble is the fault of the silk, you are authorized to satisfy your customer's claims.

We will at once send you the amount in silk or cash that you think is due your custo er.

We can depend on your fairness in this matter because it is to your interest as well as ours to prevent any unfair claims.

There are so few claims presented that we insist upon having all defective garments returned to us for examination.

In this way only can we tell why the silk went wrong and it enables us to prevent anything like it happening again.

Nine out of every ten claims which have been presented have been from the causes shown in the enclosed folder entitled "The Wrong Treatment of Silk."

For your as well as our own protection, we send you a number of these for distribution among purchasers of silk at your store.

You see the * * * * * guarantse is a preventative of silk troubles and not a money solars for them.

Your customers want silk that will wear and the guarantee we give with * * * * * is the way we show our confidence in its worth.

Your confidence will be just as great if you sell these silks and this guarantee is yours if you take the agency for your town.

When will it suit you to take it?

Yours truly,

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The York Silk Manufacturing Co.

MAKERS OF

SALESROOMS 83-85-87 GRAND ST. NEW YORK

MONEYBAK PATENTED SELVAGE SILKS

ADVERTISING DEPARTMENT YORK, PA.

York, Pa.

SET IN CRAWFORD AND CRAWFORD ITALIC THE H. C. HANSEN TYPE FOUNDRY BOSTON AND NEW YORK

> Dear Sis:-A r' rt in an C'in ton of], con wife on or and :-I'm I to tell the representation of the state of the tion of the state In t ir t la 6 ! i er * * * * * 5'1' is nu r the red on the end of the rice alla any or r in f w. Liter or entry le r m d. Fit transcription to the result of the resul to i c ' on the = 1 0 $1 - t^2 + t^2 - 1 = t^2 + t^2 + t^2 = -1 = t^2 + t^2 = -1 = t^2 + t^2 = -1 = t^2 = t^2$ This never is not very to the bid on the ord. for the result of the result o eve y to the factor of the fac I color l'olle, cu vil fi 'boig re really for the treatment and the in the latest of the inimpoliated by the control of the from a compatible of the William and the file of the f We fill do cour sert. Sm War alt of this co----tien. Were community and have been no the files plant as b t y . . . t i - f . to Y 1 c 1 i t 20 1 i f 2 t b 2 c 1 i f 2 t b 2 c 2 f 4 2 c 2 f 1 i f 2 c 2 f 4 * * * * * * XX taffuta == 1.== 1. You's tuly.

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THE YORK SILK MANUFACTURING COMPANY

· · MAKERS OF · ·

- SALESROOMS -83-85-87 GRAND STREET NEW YORK MONEYBAK PATENTED SELVAGE SILKS

• • MANUFACTORY • • 120-124 EASTERN AVENUE YORK, PA.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

YORK, PA.,

Dear Sir:-

When will you take the agency for the * * * * * Silks?
We'd like to get you started as soon as possible so that
you will get more profit out of your silk sales.

You needn't take full pieces if you feel that you don't want such a large stock.

We'll cut half pieces if that will accommodate you.

Our idea is not to sell you a lot of silk and then let you get rid of it the best you can.

Not at all.

We know the wonderful possibilities in the * * * * * the line and are willing to spend a considerable amount to enable you to get the silk started in your vicinity.

That's fair, isn't it?

Consider this matter carefully.

We are helping hundreds of merchants in small towns to increase their silk business and we can do the same for you.

For instance, of our agents, 35 are in towns under one thousand population; 78 in towns between one and two thousand; 106 in towns between two and three thousand; 131 in towns between three and four thousand, and 69 in towns between four and five thousand.

The small town merchants are doing as well proportionately with the * * * * * * Silks as the large city retailers and we want you to get as much benefit from our co-eperative efforts as they do.

Suppose you take the agency at once and let us send you a piece or say a half piece each of the 27 inch * * * XX taffeta at \$1.05 or the 34 inch * * * * * XX taffeta at \$1.22\frac{1}{2}.

These amounts will enable you to prove to your satisfaction that it will pay you to work with us.

Yours truly,

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PARRY MANUFACTURING COMPANY

BUGGIES · SURREYS · PHAETONS · DRIVING WAGONS SPRING WAGONS · DELIVERY WAGONS · CARTS

ADDRESS ALL LETTERS TO PARRY MFG. CO., INCIAMAPOLIS

S C. PARRY, PRESIDENT

THE LARGEST CARRIAGE FACTORY
IN THE WORLD

A M PARRY SECRETARY

INDIANAPOLIS, IND., U.S.A.

SET IN MEMBERS OF THE COPPERPLATE DOTHIC FAMILY AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Mr. Brown, who calls on the Massachusetts trade, feels that in pursuing your sales activities, you cannot afford to overlook the features which have made the 1911 * * * * * * line the hardest hitting and most liberal money-making proposition now before the vehicle dealer. He suggests the following undodgeable reasons why.

First - Light, neat and substantial gear work. Lighter axle caps than heretofore. Swedged axles.

Second - Improved top work. Smarter styles. Better material.

Third - Tasteful and durable painting and finishing.

Fourth - All upholstery material two ounces heavier than last year.

Fifth - Painstaking care in the matter of crating.

Sixth - Faithful and effective co-operation in the sale of the work and promotion of mutual interests.

Seventh - Dispatch in executing orders.

The * * * * * * line for 1911 is the very line you're going to need. It meets your wants, maintains your custom and makes you money. It is the line that stands out preeminently in Massachusetts to-day because of its peculiar adaptability to the specific trade requirements, and Mr. Brown is convinced that you are the logical dealer in Boston to handle it.

PARRY MANUFACTURING COMPANY

BUGGIES · SURREYS · PHAETONS · DRIVING WAGONS SPRING WAGONS · DELIVERY WAGONS · CARTS

ADDRESS ALL LETTERS TO PARRY MEG. CO., INDIANAPOLIS THE LARGEST CAURIAGE FACTORY

INDIANAPOLIS, IND., U.S.A.

BET IN CARD MERCANTILE AND MERCANTILE

Dear Cir:-

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K p the enclosed price the heary. The tions in it are object to the violable discrete of --- , lass 5% for each, one pt on carts and extras which are not.

Note the orticularly low prices on the grain fillySpring rule retires. All quotations are floob. cars fact by.

K ly appreciating the or ortunity of suplying you with our catalog, and trusting that the sea on may prove a profit ble one with you, as are,

Yours truly,

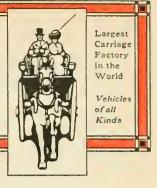
[172]

Parry Manufacturing Co.

BUGGIES, PHAETONS SURREYS, DRIVING WAGONS

Makers of High-Grade Carriages

NS



BOO-MAN OLDSTYLE AND BOOKMAN ITALIC VERSATILE ORNAMENT FRENCH CAST SQUARES AMERICAN TYPE FOUNDERS COMPANY

Indianapolis, Ind., U.S.A.

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Parry Manufacturing Company

BUGGIES · SURREYS · PHAETONS · DRIVING WAGONS SPRING WAGONS · DELIVERY WAGONS · CARTS

8. C. PARRY, PRESIDENT
E. R. PARRY, VICE-PRESIDENT
L. D. GUFFIN, THEASURER
T. B. PARRY, CEN'L SUPT
A. M. PARRY, SECRETARY

Indianapolis, Ind., U.S. A.

BET IN ENGRAVERS OLD ENGLISH SOLD AND ENGRAVERS SOLD

Dear Sir:-

If you want an assured sale for the work you handle -

If it is to have points that will instantly commend it to your trade -

If you want to honestly feel that the work you are selling possesses real merit and embodies advantages that your competitor can't offer -

Weigh these 1912 * * * * * features.

First - Stylish round-cornered bodies - either steel or wood - no extra charge.

Second - Snappy auto seats - both twin and triple effects.

Third - Full wrought gears on "A" and "B" grades.

Fourth - Improved painting - the kind that lasts.

Fifth - Honest values in delivery wagons.

If you want to dominate the vehicle business in (town) - if you really want your patrons to have the very last penny's worth for their money - if you care for absolute fortification against competition - think these things over carefully, gentlemen.

Parry Manufacturing Company

BUGGIES · SURREYS · PHAETONS · DRIVING WAGONS SPRING WAGONS · DELIVERY WAGONS · CARTS

S. C. PARRY, PREBIDENT

E. R. PARRY, VICE-PREBIDENT

L. D. GUFFIN, TREASURER

T. H. PARRY, GEN'L SUP'T

A. M. PARRY, SECRETARY

Indianapolis, Indi, U.S.A.

SET IN TYPO UPRIGHT HOLD AND TYPO GOTHIC

Dear Sir:-

"It's the little things in life that count" - likewise in buggies.

In many fixed essentials buggies don't vary much. There are certain lines and proportions that are observed more or less carefully by all builders. The real difference lies mainly in the care that is given to details. A top may be made from the very finest of leather and fully equipped, but if it hasn't the right "pitch" - as the trimmers say - or if any part of the appointment is out of harmony, the top is a failure.

A buggy is judged not so much by the length of the body, the color of the gear, or whether the top is full leather or part rubber. The things that unconsciously mould the customer's opinion are often the minute details - the way the dash is braced, whether it is padded or plain, whether the fifth wheel is really wrought or mcrely malleable, whether there are good steel springs in the cushion, etc.

If you've been making the mistake of looking upon these things as trifles, reform right now. Adopt a rigid standard regarding the work you buy, and then measure our 1912 line by that standard.

It'll be interesting!

PARRY MANUFACTURING COMPANY

THE LARGEST CARRIAGE FACTORY IN THE WORLD

BUGGIES, SURREYS, PHAETONS, DRIVING WAGONS

SPRING WACONS, DELIVERY WAGONS AND CARTS

INDIANAPOLIS, IND., U.S.A.

SET IN BOSTON GOTHIC AND LINING DOTHIC THE H: C. HANSEN TYPE FOUNDRY BOSTON AND NEW YORK

Dear Sir:-

Are you "fussy" about the gear work on the buggies you sail?

Then look into the features in are offf rise on the 1912 * * * * * * 11... I 'l' the thing of the transfer to the transfer that the transfer the transfer to the transfer that the transfer transfer to the transfer transfer transfer to the transfer transfer

In the first place, the wheels and all the gar ork are the real sections of the grant and the grant are the real sections of the grant are the real sections and the grant are the real sections are the restricted for it.

Axles; They're one piece - made from one lar of the There is no void. Fid y under notice that out of the axle broad as are at the wild?

Spring; oil togers, ela tic and selectifically grade. In a selection of still y in length eiteur - t. inty-six inches on the total.

Fifth who is; Twelve inch s wrought on all "A" and "B" work. It is used on "o" grade.

Clira, 1 to, etc., are all wrought - rea has are cross and diagonally braced.

Think how easy it is to investigate!

Yours truly,

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PARRY MANUFACTURING COMPANY

BUGGIES SURREYS PHAETONS DRIVING WAGONS SPRING WAGONS DELIVERY WAGONS CARTS

ADDRESS ALL LETTERS TO PARRY MFG. CO., INDIANAPOLIS THE LARGEST CARRIAGE FACTORY

INDIANAPOLIS, IND., U.S.A.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir:-

As a deal r you are a buyer of work are librated in your role as a librated find that the project in who you do lot by a two find that the project is a diversity will define did a when they buy lord. They are not a diversity and the low price; of resched if it yet all want both.

Here's how we rect the d and -

We go into the ray of ril rhets and male purchases in i ense qualities. That's one big saving. The ray stuff coles to us in car quantities - that moons no lakage for true port tion. We work it up under the lost yethic met's of the condition of the orld's but refart ring expert candwish - roughly. It is defined that is known that is known that is a first that it is a first that is a first that it is a first that

We do the econd in for you - the price runs it.

Yours truly,

International Harvester Company of America

(Incorporated)

General Offices at Chicago, U. S. A.

Chempion Deering McCormick Milwaukee Plano

BET IN MEMBERS OF THE LITHO FAMILY AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

You can't do very much with 2 cents nowadays, especially in some directions. In these times of excessively high prices it wouldn't buy much food, but 2 cents spent in a certain way will do more than you realize.

Spent in hired men's wages, 2 cents would get you practically nothing. Supposing you had a chance, however, to get a hired man who would--

Grind 6 bushels of corn for 2 cents

Pump 3,000 gallons of water for 2 cents

Cut 1 1/2 tons of ensilage for 2 cents

Shell 40 bushels of corn for 2 cents

Separate 800 pounds of milk for 2 cents

Run your spraying outfit for a couple

of hours for 2 cents--

you would jump at the chance to get this man, wouldn't you?

We are offering you one now. An I H C gasoline engine
will do these things at a cost of 2 cents for fuel. Can
you get an equal amount of work done by any other means
for the same money?

This is because each tiny drop of gasoline is an ocean of energy, and an I H C gasoline engine transforms more of

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this energy into actual, useful work than any other engine built.

We might mention more about the actual economy of operating an I H C engine, but there are other important things to be considered. There is the release from the worries of the uncertain hired help problem. Isn't it worth something to have an absolutely dependable power at your command day or night, summer or winter, in-doors or out-of-doors--a power that will work for you this year and for years to come?

It will cut short the time you now spend over many a hard, disagreeable, unprofitable task, and give you more time for leisure and pleasure.

An I H C engine is one of the most potent factors making for a better, easier and more profitable farm life.

We have an attractive engine catalogue reserved for you. It describes the I H C line fully. Wouldn't you like to look at it? Say the word and we will cheerfully send it.

Illinois Watch Company

Tligh Grade Time - Pieces Springfield

SET IN TYPO SHADED LINEAR BORDER NO. 2 AMERICAN TYPE FOUNDERS COMPANY

D r Sir:-

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Yours very truly,

P. S. We have represent to distribute the distributed by the distribute the distributed by the distrib

Illinois Match Company

HIGH GRADE TIME PIECES

Springfield

BET IN COPPERPLATE GOTNIC AND WEDDING TEXT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Why sell the best watches and use imitation materials in repairing them?

Your reputation is as much at stake in the one transaction as in the other.

Why not be genuine all through?

Genuine materials are standard in size and quality.

They are interchangeable and when you replace a damaged part with new material from the factory the watch is of the same high quality as before.

This is not the case when imitation materials are used. They are not standard and the quality is open to question. Besides, they cause you more trouble and annoyance than you save in the difference in cost.

Why not increase your satisfaction and get better prices for your watch work by using the genuine materials when repairing * * * * * * Watches?

Your material jobber can supply you with these whenever needed or if you prefer you can make your selection from the catalogue we are mailing you and send your order direct to the factory where we are splendidly equipped to serve you promptly.

Yours very truly,

[182]



Mampshire Paper Company

South Hadley Falls . Massachusetts

Fine Stationery Department

BET IN CLOISTER BLACK MISSAL INITIALS STALIAN BANDS CHAP-BOOK GUIOONS AMERICAN TYPE FOUNDERS COMPANY Bateb g

þ

Dear Sir:-

It is your problem to produce printed matter capable of conveying your ideas or arguments to others without loss in the transmission.

Rare wine from a tin cup would lose its charm. Telling thoughts delivered by a poor orator lose their effectiveness. In all times influence has been just as potent as argument.

That * * * * * Bond Covers will help to influence those who read your arguments has been pretty definitely settled - still that is left to your judgment.

When a man buys a page of magazine space the circulation governs the price. When a man buys printing and paper, too often nothing governs the price but the price itself.

It is what a piece of printed matter does, not what it costs, that establishes its true value.

If you decide to use * * * * * Bond Cover and your printer seems to have any difficulty in securing it, will you kindly write us.

Yours very truly,

Hampshire Paper Company MANUFACTURERS OF THE CELEBRATED OLD HAMPSHIRE BOND





S. B. GRIFFIN, Pres. W. D. JUDD, Treas.

South Hadley Falls, Mass.

SET IN CELLA ROOBIA DELLA ROBBIA BORDER LITHOTONE BRASS RULE AMERICAN TYPE FOUNDERS COMPANY

D r Sir:-

We re your favor of the 1st irst., a d ar reperted, the state cover, a see I lend for * B. . 'le the p per most prove its on bort alvert, we su t tict:-

i co le no atte pt to co pete with or'i ory lords on fir t cost. Our clai s for your conid r tich are based entir ly unon final results.

The value of * * * * * Bond lies not so much in the ke . p rsoral satisfaction you ill find in u in t clean, cri.p.n.ets, as in the influence the paper aids to the me or s it carries.

Modern business is done by letter. Static ery t at was co ld r d good four, three, or ev n to y is ago d s not m. are up to the standard of to-day. It was and literatur claim our attention on all sid a, and if they are to " r. * * * * * B d irv rinly l ' 's con ideratin - it prairits the st -bas et hait, so to pak.

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Yours very truly,

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South Hadley Falls, Mass.

ET IN STRATHMORE OLOSTYLE - GRAY BORDER NO. 2

Dear Sir:-

On the assumption that you will be interested in a note paper distinctly for men, we take pleasure in enclosing a small portfolio describing * * * * * * Stationery.

There are certain distinctions recognized by men of culture and refinement that, however finely drawn in the beginning, have, through long usage, become arbitrary. For instance, no man would think of wearing other than white linen with his evening clothes. With stationery, men have invariably left the papers of soft texture, the tinted papers, and the linen or fabric finished papers to the use of the ladies. And the distinction here is not without foundation, for such papers are effeminate.

On the contrary, the crisp, clean sheets of * * * * * * Stationery have a masculine strength, dignity and quictness that suggest the gentleman who is also a man. We believe that you will find a marked pleasure in using * * * * * *, and that you will wish to add your name to the list of its users - a clientele of whom we feel justly proud.

It will be more convenient for you to purchase the stationery of your local dealer, but if you should have the least difficulty, we will supply you at the prices in the portfolio, prepaying the carriage.

Yours very truly,

Burroughs Adding Machine Co.

CABLE ADDRESS: "BURAD" DETROIT, "ADDITIVE" LONDON THE WESTERN UNION, LIEBERS, AND PRIVATE CODES USED THE MACHINE WHICH INSURES CORRECT ACCOUNTING HAS SAVED ITS USERS MANY THOUSANDS OF DOLLARS

General Offices and Factory:
Detroit, Michigan, U.S.A.

SET IN MEMBERS OF THE BODONI FAMILY BOSTON BRETON CAST SQUARES AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

"Cost Keeping Short Cuts" is a new book about costs and it's free to you if you want it.

It is a practical book because the things in it come from concerns who are keeping costs in all lines of business. Friends of ours really wrote it for us; users of * * * * * * Machines, who have worked out simple time and labor saving ways of knowing the vital facts about their business.

That's why we want you to have a copy. You'll be sure to find help in it from the "other fellow" who has found some short cut. And, if you have no cost system now, you will get a good idea of what a simple same system of cost knowing can do for you.

Some of the 192 pages of the book tell how the * * * * cuts the cost of keeping costs. Frankly, that's why it pays us to print so expensive a book and to mail it without cost to you.

Will you send for it on this post-card?

To-day?

Yours truly,

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BURROUGHS ADDING MACHINE COMPANY

GENERAL OFFICES AND FACTORY

CAGLE ADDRESS
"BURAD" DETROIT
"ADDITIVE" LONDON

DETROIT, MICHIGAN, U.S.A.

WESTERN UNION, LIEBERS,

SET IN BLAIR AND LIGHT LITHO

Dear Sir:-

We would like very much for you to become familiar with the uses of the * * * * * Machine, even though you may not seriously contemplate purchasing at the present tile. Just now we have a very good apportunity to arrange it so that you can do this if you wish. Several of our de onstrating machines are now in your vicinity and will not be in use for a little while and, if agreeable, we will have one of them delivered to you, as we would much prefer that it be in use rather than standing in the shipping case. Our representative will then take pleasure in dropping in on you sometime when he is near, and explaining the uses in detail, after which you can make free use of it until we require the machine elsewhere. You will in this way be better able to judge as to whether the machine will ever be an economy for you in your work.

Should you feel any hesitancy about doing this, we want to explain that the machine will be entirely at our expense and risk - fire or otherwise - while with you; and your using it will not obligate you in any way.

We will very much appreciate your favorable reply under the enclosed stamped cover.

Yours very truly,

LELAND MOORE PAINT & OIL COMPANY



Lemoco Quality Paint Products JOBBERS OF OILS, ROOFINGS, GLASS, BRUSHES AND SUPPLIES



LELAND MOORE, President and Treasurer

W. H. MIXSON, Vice-President

R. S. WHALEY, Solicitor

E. H. McIVER, Secretary

SET IN MEMBERS OF THE CHELTENHAM FAMILY CAST SQUARES STRATHMORE OWNAMENTS MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

Charlestown, S.C.

Dear Sir:-

It may not occur to us to talk to you about or quote you on the particular thing which would interest you.

So won't you just remember that it gives us a very great deal of pleasure to answer questions and name prices?

While we are paint specialists and therefore talk
PAINT more than anything else, yet we carry large and wellassorted stocks of

GLASS

TAR PAPER

RUBBER ROOFINGS

OILS

GREASES

LADDERS

ROPES

BRUSHES

and a lot of other things besides.

Shipments are made the same day the order gets here in almost every instance. That ought to interest you, as you probably want what you want when you want it - not later on.

Will you remember us the next time please?

Very truly,

Did you know that THE ONLY PAINT FACTORY in South Carolina is ours?

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Eskay's Albumenized Food

NOURISHES FROM INFANCY TO OLD AGE, THE IDEAL FOOD FOR INVALIDS

DEPARTMENT Smith, Kline & French Company

No. 429-435 ARCH STREET

Philadelphia, Pa.

SET IN MEMBERS OF THE BODONI FAMILY POOLE PRINTING CO., BOSTON, MASS.

Dear Madam: -

We have learned incidentally of an addition to your family and we congratulate you. What to feed the baby is probably the first question you will have to decide.

Under normal conditions the best food is, of course, mother's milk, but if the mother is not in perfect helth, or if her vitality is simply impaired, then the quality of her milk is most apt to become undesirable and artificial feeding should be employed.

Cow's milk is undoubtedly the best substitute, but cow's milk is intended by nature for the sto och of a calf and must be modified so that it shall be as easily digoeted as mother's milk and yet contain the right food election in the right proportions to make strong and healthy tissues.

* * * * * Food yields these results. It is used with fresh cow's milk, and the milk is not boiled in prepring; thus all the healthful freshness of the milk is proceived and yet it is rendered as digestible as mother's wilk.

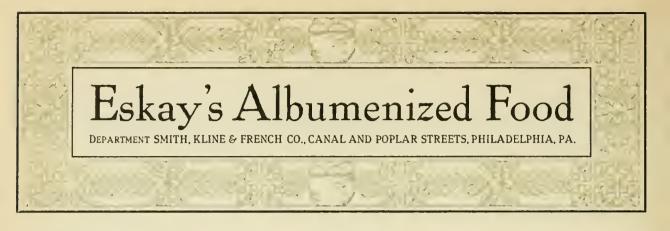
What can be said of * * * * * Food as an infant food is just as true for invalids or any one suffering from stomach trouble. If taken by nursing mothers it greatly assists in the production of more milk and of better quality.

Ask your doctor about * * * * * Food. Thousands are prescribing it regularly in their practice and thousands have used it for their own children.

The cost of feeding * * * * * * Food is extremely low. It costs only 9 cents a day to feed a three-months-old child on * * * * * Food, including milk at 8 cents per quart. Surely not enough to consider when the health of your child is at stake.

It can be purchased from any druggist at the following prices: 25 cents, 50 cents, 75 cents and \$2.50 per jar.

Samples large enough for ten feedings will be sent on request.



SET IN AVIL EASTER BORDER POOLE PRINTING CG., BOSTON, MASS.

Dated

1

Dear Madam:

In accordance with your request we send by this mail a some le of * * * * * Food for trial, and feel confident that your experience will be as satisfactory as others have reported.

* * * * * * * FOOD MUST BE BOILED. This is no more trolle than the boiling of water, which overy one recognized a very important in infant feeding because in many pleatic water is so liable to contain impurities. The billing reed be done only once in twenty-four hours when a cording to our directions. It is early is ported to the gers found in cow's milk which irrepetly this to sickness in infants. This is accordinated water illustrations.

* * * * * Food costs you about one-half the price of other foods and is sold by druggists in Trial Size 25 cents, Liu Size 50 cents, Large Size 75 cents and Family Size (holding four times the quantity of the Large Size) \$2.50.

would appreciate the receipt of a letter from you after you have given it a thorough trial.

Yours truly,

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ESKAY'S ALBUMENIZED FOOD

The Food That Nourishes from Infancy to Old Age The Ideal Food for Infants, Invalids and Dyspeptics Smith, Kline & French Co.

SET IN CENTURY OLDSTYLE BOLD OLD ENGLISH BORDER

Philadelphia, Pa.

Dear Madam:

By this mail we send you a sample of * * * * * Food for trial, and feel confident that your experience will be as satisfactory as others have reported.

* * * * * * FOOD MUST BE BOILED. This is no more truble than the boiling of water; which every one reco. . . s very important in infant feedin, because in many p the wat r is so liable to contain impurities. The need be done only once in twenty-four hours then according to our directions. It is equally import to destroy the germs found in cow's milk, hich from the given representation of the sickness in infants. This is according to accordance with latest directions.

* * * * * * Food costs you about half the pric of other foods, and is sold by druggists in Trial Si , 5 cont; Siz, 50 cents; Large Size, 75 cmt; Fily Si (holding four times the quantity of to Line Size), 1.50.

We shall appreciate the receipt of a letter from your experience, after you have given it a time trial.

If you are interested, wo shall be glad, upon tion, to mail you our little book "How to Care for the ""."

Yours very truly.

§13

Eskay's Albumenized Food

DEPARTMENT

SMITH, KLINE & FRENCH COMPANY

CANAL AND POPLAR STREETS

Philadelphia, Pa.

SET IN TYPO UPRIGHT BOLD AND TYPO GOTHIC AMERICAN TYPE FOUNDERS COMPANY

Dear Madam:-

We shall be glad to have you advise us whether you received the sample of * * * * * Food mailed you a few days ago, and have given it a trial.

You are, of course, aware that it is of the utmost importance to select the best food obtainable with which to feed the laby if mother's milk be insufficient or lacking in quality. The very favorable letters received from physicians, and also mothers, who have used * * * * * Food makes us confident that their experience has proven satisfactory.

Not only does * * * * * Food contain all the elements necessary for perfect nutrition, animal and vegetable ingredients for infants, but the strength-supplying constituents found in this Food make it the mest desirable dist for adult convalescents, dyspeptics, and all those suffering from any form of irritability of the stomach.

The composition of * * * * * * Food (the addition of hems' eggs to cereals) must necessarily commend itself to the intelligent student of infant as well as adult diet, and rany have found the harpiest results from its use. Three this ga commend it: - its composition, its palatability and its low cost.

It is strongly recommended by physicians as a substitute for too or coffee because it strengthens without any harmful effects. A cup of * * * * * Food taken hot before retiring, insures refreshing sleep.

If you desire any further information about * * * * * * Fcod, write us, giving full particulars, and we shall be pleased to give your letter our prompt and careful attention.

Hoping to hear from you we remain,

Everwear Hosiery Company

FRED. M. HANSON, President

Milwaukee, Wis., U. S. A.

SET IN CONDENSED FOSTER AND CONGENSED WEBS LINEAR BORDER NO. 2 AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Many merchants tell us that * * * * * Guaranteed Hosiery is the most and best advertised line in their stock.

The best advertising is THE-WORD-OF-MOUTH-ADVERTISING which millions of * * * * * * wearers do for us every day. We value most the fact that * * * * * is so well made that it makes good with the masses. You can trust their judgment every time. When they want something they get it and make it part of their requirements.

* * * * * Guaranteed Hosiery is THE HOSIERY OF THE PEOPLE.

Many customers have candidly told us that they would like to throw out every other make of hosiery, if we could supply thom with a complete line of * * * * * Quality. We are now ready to do this.

We have just added the styles listed on the supplementary price list which we enclose. These with the styles on price list #5, will enable every merchant who desires to concentrate all of his hosiery business on * * * * * *.

Within the past six months some two thousand merchants have bought their first bill of * * * * * * Hosiery from us. This means that many new customers, and what is more remarkable, we have retained all of our old customers, and the majority of these have shown a considerable increase in their sales.

These are facts which can be figured in DOLLARS and Cents.

If you are open to conviction allow us to prove to you, how good * * * * * * Hosiery will be for you in your store, by sending you a complete sample line, express charges prepaid, so that you can inspect and compare it with other hosiery you may have.

Just say on the order blank, send samples, express paid. We will be glad to do so.

Very truly yours,

Everwear Hosiery Company

MILWAUKEE, WIS., U.S.A.

SET IN CHELTENNAM INLINE AND CHELTENHAM OLDSTYLE CONCENSED

Dear Sir:-

It is a noteworthy fact that at the recent meeting of the National Association of Hosiery and Underwear Manufacturer, they decided to curtail the production of most of their fills by $33\ 1/3\%$.

The * * * * * * Fosiery Mills are increasing the ir capacity and sales by more than 50% as against the same period last year.

No doubt, you realize that after all, it is the consum relative business, and the monufacture s and the merchets the can please the greatest number of consumers, are the ones who will enjoy the greatest prosperity.

W n * * * * * * Hosiery as first put on the market, note by the consider but the erchants a. Il, ere skeptical to the lantee feature. Our ever in local grows business is to feed that guaranteed ho leave is what the common ont.

The guaranteeing of hosiery as we do it has been a great bout to every retailer in bullnow, for the elewhold on to cray the life, as well as for those hold we it.

It has forced every hosiery maruf cturer in beiness to give the cors of a better value than they'r dever done before, they he * * * * * is first in the field of Quality, Popularity and Sales.

We call like to interest you in our line, and, as previou ly offered, will gladly se d a coll tes ple line, express charges prepaid, for your inspection.

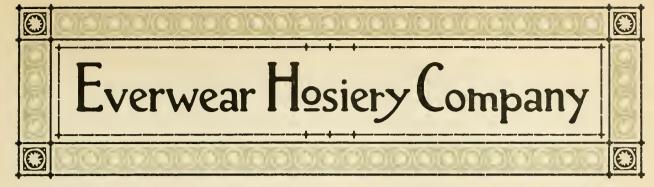
* * * * * * Hosiery, as an article in co on and daily use, is a stale to-day, in a ajority of stores.

We can make in eliate deliveries on our GAUZE WEIGHTS in Cotto, Silk Lisle and Pure Thread Silk hase for en, also our best selling Light Weight numbers for omen and child n.

The reverse side of the enclosed order blank will give you a complete description of our entire line.

Yours very truly,

[194] §14



Fred. M. Hanson, President Joseph Zens, Vice President Fred. Braun, Secretary and Treasurer

Milwaukee, Wis. U.S.A.

SET IN THE TABARO SERIES TABARO SORDENS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Chicago has given the retail business world a concise and convincing demonstration of the value there is in advertised brands.

The establishment of * * * * * has proved conclusively that the bost lines of merchandise are advertised lines.

It might be mentioned right here that all advertised lines are not good merchandise.

To return to our subject—the * * * * * store is today the foremost of its kind any here, and though it features advertised lines exclusively, it is building a Napoleonic name for its founder. He has earned his prestige through * * * * * Service with Nationally Advertised Brands of Terchandise, brands which are in demand with the consumer.

Watch his progress with * * * * * Hosiery, which he has selected as the best for his custo ers.

Naturally we had to prove Merchandise Value, Consumers Demand and Value, with Intrinsic Value-before * * * * * * Hosiery advertising appealed to his managers.

Watch his * * * * * Windows, his * * * * * Advertise ts and his method of selling this Nationally Advertised Guaranteed Hoslery.

Very truly yours,

Everwear Hosiery Company

Fred M. Hanson, Pres. Jos, Zens, Vice Pres. Fred Braun, Sec'y and Treas.

MILWAUKEE, WIS.

SET IN CHELTENHAM WIDE GRAPHIC BORDER

Dear Sir: -

The word "Service" is the most abused in the entire Business Dictionary, because there are as many kinds of service as there are Mercantile Establishments.

The stores rendering the best service--pleasing the most customers--winning new ones and growing every year, are those rendering Customer Service.

The greatest Service Stores--East, West, North and South sell * * * * * * GUARANTEED HOSIERY.

Right down at the bottom of facts this is a mighty good reason why you should have it in your store.

No ----- Not because we say so.

No-----Not because other stores have them.

Yes-----Because the best retailers have investigated and found the light of business reason burning in every box of * * * * * *, a light shedding reason, understood and appreciated by the consumer.

We enclose a newspaper advertisement printed by the greatest Men's stores in the middle west.

The Holiday and Fall trade on * * * * * is big and heavy: do you want to consider it now, plan for it, and cash in on your plans? If so, the first thing to do is to let us pay the express charges on a line of samples. After that, let your judgment do the rest.

* * * * * * HOSIERY IS ALL THAT THE NAME IMPLIES.

We advertise for you at our expense.

Yours very truly,

[196] §14

EVERWEAR HOSIERY Co.

MILWAUKEE, WIS., U. S. A.

SET IN COMSTOCK AND MITCHELL

Dear Sir:-

* * * * * Dealers increased their purchases from us by more than 50% since Jenuary 1st, as against the same months last year. This increase is not from the 900 new dealers added to our books since January 1st.

WHAT ARE YOU DOING TO INCREASE YOUR BUSINESS THIS SEASON?

Your best interests demand QUICK PROFITS, QUICK SELLING MERCHANDISE, and the kind which is sold with the least effort, and which, if possible, HELPS TO SELL ITSELF. This is plain business logic.

Consider how close we come to filling all of these requirements with * * * * * Hosiery--The American Standard of Guaranteed Hosiery.

"The Least Service the
"Consumer receives from
"* * * * * * * Guaranteed Hosiery,
"is the most he can possibly
"Expect from other Kinds."

We want you to have the exclusive sale of * * * * * * * Hosiery in your city, for Men, Women and Children.

We pay the express charges on a line of our samples, if you will give us permission to forward them to you.

Our NEW GAUZE WEIGHTS are commanding the retail hoisery situation in every big, and in nearly all other shopping districts in the United States, Canada and Mexico.

We can and will increase your Sales and Profits, if you want our co-operation. We want yours.

Very truly yours,

We B. F. GOODRICH COMPANY

Chicago Philadelphia
Cleveland St. Louis
Kansas City Minneapolis
Indianapolis Pittsburg
Mexico City
London Paris

MANUFACTURERS OF ALL KINDS OF THE HIGHEST GRADES OF

Rubber Goods

Our products are handled in New York, Buffalo and Boston by The B.F.Goodrich Co. of New York.

Agencies in Seattle and Portland

Akron, Ohio.

SET IN BOOKMAN OLDSTYLE CAST PANEL PIECES

CO-OPERATION.

Dear Sir:-

This word "co-operation" is one of the filest, strongest meaning words in the Erglish language but it is so colloused from hard and free usage that you have to dig under the skin in order to find it if it is the Si on pure article.

The next time it is passed on to you as an incentive to join forces, forget the glamour of the word and ask yourself -

How much of a help has this would-be giver of cooperation been to me in the past?

Where are the specific instances showing my cause championed - my business interests advanced by the past actions of this would-be foster brother?

Is there sufficient evidence of absolute impartiality, good faith, good goods?

Does the leopard change its spots?

Now as pertains to the case direct. We have not all of a sudden seen a new light. We have no new arguent or new brand of confidence to offer. Ours is the same Goodrich method that has been in force from the beginning of the tire industry. It has made friends, made business - good business for all concerned. It is built on confidence with the knowledge that confidence begets confidence and that increased power and momentum are bound to follow.

Co-operation! It is a good thing. You need it. We need it. But remember that for you it should be so ething more than a promise, something more than a new na e or untried organization, something more than mere shouting from the house-tops.

Old friends are best.

Yours truly,

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The B. F. Goodrich Company

CHICAGO INDIANAPOLIS
CLEVELAND KANSAS CITY
ST. LOUIS PHILADELPHIA
PITTSBURGH MINNEAPOLIS

RUBBER GOODS

ADVERTISING DEPARTMENT

Our Products are also Handled in New York, Buffelo and Boston by The B. F. Goodrich Co. of New York, Detroit by The B. F. Goodrich Rubber Co.

BET IN NEW CASLON NEAVY CASLON AND REGUT CASLON ACME BORDER AMERICAN TYPE FOUNDERS COMPANY

Akron, Ohio

Dear Sir:-

It was too bad that the mother of Achilles just issed her purpose when she dipped the infant Greek in the River Styx in order to make him invulnerable.

His heel didn't get wet, and thereon hangs the tile of the mighty warrior's ultimate downfall and the triu ph of his enemies.

It is the old story over and over again. A ch in is no stronger than its vokest link; and to dra n ar the nject of our own the e, the auto obile tire is no but r to the knowledge and violance that attend any one of the process that go towards making it co plete.

A * * * * * * Tire isn't rubber; it isn't fabric; it isn't theory; it isn't what one man thinks or a tour dexecute.

It is the organization, experience, and equip ent of the largest rubber factory in the world.

It is a reward for slighting nothing-taking nothing for granted-proving everything.

It's contagious and the co-unication is spr dim fut.

Just increased our capacity to * * * * * Tires a d y.

One good turn deserves another--Insist on * * * * * * Tires.

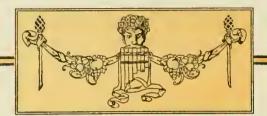
Yours very truly,

§15

Columbia Phonograph Company

COLUMBIA GRAFONOLAS, DISC AND CYLINDER GRAPHOPHONES

STORES IN ALL PRINCIPAL CITIES
DEALERS EVERYWHERE



Cable Address "COLPHO" New York
Telephone Connection

SET IN CONDENSED WINCHELL STRATHMORE DANAMENT BOSTON BRETON CAST SQUARES AMERICAN TYPE FOUNDERS COMPANY

TRIBUNE BUILDING

New York City

Dear Sir:-

The average sale is a fall-down

On the part of the man who made it.

For he's supposed to be a salesman and he proves to be nothing bigger than a clerk.

There's a heap of difference.

Any respectable citizen can take orders.

It takes a salesman to sell goods.

The man who sees the customer coming while still a great way off, who meets him more than half way, treats him courteously, takes his order, hands him his change, and says "thank you" - call him a salesman? Not by seven miles and back again. He may be a gentleman and a scholar and a good judge of clothes, but he's no more a salesman than his aunt's an uncle.

It is a salesman's business - and pleasure - to do exactly what the clerk does and then multiply it by two or four or six or a barrel-full, and do it while the customer waits.

And it isn't half as hard as it looks to the man who never tried it more than one consecutive time.

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When a man has been persuaded to the point of reaching down into a deep pocket for money, all the hard work is done. The demand is created, the advertising has taken effect, the store window has done its part, the goods have proved acceptable, you've made connections, you've gotten acquainted, you're on intimate speaking terms - and you have more goods and other goods to sell. If you let your man go away without solling him more than he intended to buy, you are slipping up on your job almost every time.

Don't forget for a minute that whatever he may say, the average man wants to be solicited. Not pestered - but he likes to see that his patronage is as valuable as you know well enough it really is. Sometimes a customer will go home and realize with surprise that he bought more than he intended to - but next time he forgets everything except that he did get waited on and attended to and had his patronage asked for.

Double up your sales! You can do it just as easily as you can get a transfer on a trolloy.

Stephen F. Whitman & Son

MANUFACTURERS OF SPECIALTIES

Confections, Chocolate and Cocoa

Cable Address "Dragon"

411-421 RACE STREET

N. B. COR. LAWRENCE AND RACE STREETS

Philadelphia, Pa.

SET IN NEW CASION, NEW CASION ITALIC AND CASION TEXT
FRENCH CAST SQUARES ART-TILE TINT FORMERS
AMERICAN TYPE FOUNDERS CONPANY

Dear Sir:-

You probably know how successful our sales agencies have been in your state. We are now establishing agencies in every town where we are not already represented and your store we believe is qualified to make a great success of the sale of * * * * * * Chocolates and Confections in your locality. We protect each agent. We supply our agents only with our packages, direct from the factory, by freight or express prepaid. We do not sell our packages to jobbers, thus we are able to protect our agents against competition and price cutting on our own goods.

As you know, this agency is very valuable because of the demand existing among the best people for * * * * * a demand that has increased tenfold within the last two years, and is still increasing.

Not only has our advertising in the leading magazines helped the sale of our packages everywhere, but our advertising by mail to the druggist's own customers and neighbors has built up business for our agents in a way that is very gratifying.

If you are interested in increasing your candy tradeand controlling it-we would like to hear from you. If we have judged correctly that you can take care of the fine trade of your community we can offer you goods and service which, with the co-operation of our advertising department, will greatly increase your hold on this class of trade.

We must be represented in your locality as soon as possible and would thank you for a line by return mail on the enclosed postal letting us know if you are interested. If you are, we will send you full details of the * * * * * * agency plan, prices and prints showing our packages in their true colors, samples of the advertising that has been so successful for our agents, etc.

Yours truly,

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Midland Glass and Paint Company Glass, Mirrors, Paints, Brushes

Frank W. Judson; Secretary and Nanager Eleventh and Howard Streets
Omaha, 97eb.,

BET IN TYPO UPRIGHT BOLD AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Our Mr. * * * * * * left with you an art glass catalogue the last time he visited * * * * * *. We want to keep in close touch with you on this particular line, for we feel that by working together on this subject we will be able to give better value in art glass than you have been able to obtain elsewhere.

Art glass, like any other article, changes in style, and the art glass to-day differs materially from the art glass of five years ago. We are prepared to carry out any color scheme or design to conform with the architecture of the house, a point that is worthy of your consideration.

The next time you have a particular job, wish you would let us figure on the art glass and give you the benefit of our experience in this line.

Midland Glass and Paint Company

Glass, Mirrors, Paints, Brushes

Eleventh and Howard Streets

Dmaha, Deb.,

SET IN CASLON TEXT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The enclosed booklet on plate glass gives you some information that may be of value to you at some later date. The best homes to-day are glazed with plate glass and the difference in the appearance of a house glazed with plate and ordinary window glass is surprising. The difference in cost is a small item when you consider the difference in appearance.

We are prepared to furnish plate glass in any size, shape or design at prices that will interest you. Send us your list when in the market. We will be very glad to quote you.

Yours truly,

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idland Glass and Paint Company GLASS, MIRRORS, PAINTS and BRUSHES of All Kinds

FRANK W. JUDSON, Secretary and Manager

Eleventh and Howard Streets
Omaha, Neb.

BET IN BODONI OUTCH INITIAL AMERICAN TYPE FOUNDERS CONPANY

Dear Sir:-

'Tis to cur mutual interest to discuss fully the proposition made by our Mr. * * * * * wherein he urged you to take up the sale of * * * * * paint and act as our distributor in Idaho Falls and vicinity.

We have made overtures to you, for we believe that you appreciate the superiority of * * * * * paint and will make for us the best distributor. You will identify yourself with the most progressive line of paint on the market and we believe you will give us the best outlet as general western Distributor.

The paint story is a long story, but, briefly, it resolves itself into co-operation between the distributor and the manufacturer. The best brand of paint on the market unless properly advertised will meet with a limited sale. For this reason we know that you appreciate the advantage and the benefits you will derive in identifying yourself with the best advertised line in the country. Mr. * * * * * * will go into details fully on the subject the next time he calls.

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THE LOWE BROTHERS COMPANY

PAINTMAKERS • VARNISHMAKERS COLORMAKERS DAYTON, O.

BET IN PURITAN BERIES THE H. C. HANSEN TYPE FOUNDRY BOSTON AND NEW YORK

Dear Sir: -

The time for painting and repainting is fast approaching and you should read up on paints - so that you can talk intelligently with your painter. In doing this you will save PAINT MISTAKES and DOLLARS. The cost and quality of paint cannot be judged by seeing it in the can. It must be spread on the surface and then wait to see how long it will wear.

You need not take chances - on paint failures. Read our book, "Attractive Homes"; you will then get the best results at the least cost per years of wear. See houses in your city painted with "High Standard" Liquid Paint, then you can tell about the wearing and the colors. Most painters want you to know about paint and see homes which they have painted - you will then appreciate their work.

"HIGH STANDARD" Paint is best for the exterior of your house. It covers most, spreads farthest, wears best and costs less per number of years of wear. When it begins to show wear, after years of service, the surface will be in good condition for repainting - saving you money and trouble - a thing cheap paint will not do.

"MELLOTONE" is the durable, washable flat finish for walls, ceilings and woodwork of any room. It has sixteen tints "soft as the rainbow."

"VERNICOL STAIN - stains and varnishes at the same operation - excellent for floors, woodwork and furniture.

We also call your attention to our Concrete and Cement Coating, Elastic Cement Floor Finishes, Hard Drying Floor Paint, etc., for special uses.

Procure a copy of "Attractive Homes," with color cards, (free) and obtain your paint requirements from

Yours truly,

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The Lowe Brothers Company

Paintmakers, Varnishmakers and Colormakers

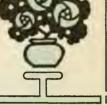
BOSTON

NEW YORK

CHICAGO

KANSAS CITY

DATTON



SET IN CHAUCER TEXT AND BEWICK ROMAN MONOTONE BORDER MISSION TOY AMERICAN TYPE FOUNDERS COMPANY Dayton, Ohio

Dear Sir:-

The questions of preservation of materials in building, as well as those of boauty of finish, are now receiving more and more attention from Architects and Architectural Journals.

The problems are no longer simple or such as can be left for the last minute. That is why we as manufacturers have been studying structural and decorative problems and making long series of tests, the results of which are found in our products. These are specified and used by those who think of quality, for "High Standard" products are based wholly on quality - made to GIVE BEST RESULTS.

Among the paints, enamels, stains and varnishes that will interest you are -

Red Lead Metal Preservative, for structural iron work;
"High Standard" Liquid Paint, for exteriors and general
use:

Mellotone, an inside flat paint for walls, of unusual, durable quality; Sanitary, washable, fadeless; Has tints "Soft as the Rainbow";

Linduro, the highest class of enamel, unsurpassed by other American or European products;

Extra White Enamel, a clear white enamel of fine quality for interior use;

"Little Blue Flag" Varnish, a line of high quality varnishes for all purposes.

In addition, there is a special paint or stain for every purpose. The facts we offer, the assistance we give in the proparation of proper specifications, the assurance of satisfaction to yourself and your clients - make it worth your while, we believe, to consider our products.

SWEET'S INDEX, pages 1486-87, will give you many details. You can secure supplies for your elients through our agent.

The Lowe Brothers Company



PAINTMAKERS and VARNISHMAKERS



DAYTON CHICAGO BOSTON KANSAS CITY

New York

SET IN CENTURY OLOSTYLE SOLD AND CENTURY OLOSTYLE SOLD ITALIC ART ORNAMENTS INLAND SORDER NO. 1241 AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The analysis of the Building Managers' problems is most helpful --- such questions discussed at large -

- 1 Lighting the Office Building.
- 2 Repairs and renewals.

3 The expense account of the landlord, and others are most interesting. However all of the above prollers are modified when you as a Building Manager become acquainted with our permanent, satisfactory and economical flat finish -- "Mellotone" "soft as the rainbow tints," for walls, woodwork, and plastered, steel or concrete ceilings.

It is already used in many of the finest office and apartment buildings in the country, and found in every instance to be most satisfactory and economical.

It has the soft, attractive appearance of water colors, with the durable, WASHABLE, sanitary qualities of oil paint. It is economical in first cost, and saves money by its long wear. The colors are beautiful and modifications of shades are easily made, enabling you to adapt it to any scheme of decoration. It is easily put on and looks well at all times.

The enclosed color cards and circulars will tell you more about "Mellotone" and other paint products which are especially adapted to meet the needs of Building Managers.

Further information may be had, and orders filled through our local agent.

Yours respectfully.

P.S. "The Right Finish for Every Surface" is our handy reference booklet for Bldg. Mgrs. Sent on request.

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The Lowe Brothers Company MANUFACTURERS AND DEALERS IN THE HIGHEST GRADES OF

The Lowe Paints and Varnishes Withstand

Dayton Boston Kansas City Chicago Paints and Varnishes

SET IN HEARST AND HEARST ITALIC CAST SQUARES - ART-TILE TINT FORMERS AMERICAN TYPE FOUNDERS COMPANY

New York City

Dear Sir:-

Interior finish and decoration, whether in homes or public buildings, has come to be regarded not as a luxury, but as a necessity, for good colors on the walls, made of durable materials, mean comfort, health and satisfaction. For this decoration all kinds of experiments have been made in an effort to find something that would be a practical improvement upon wall paper, recognized to-day as unsanitary and temporary.

WELLOTONE meets the requirements of decoration. is a liquid paint, not kalsomine or water paint. It gives the soft, restful effects that every householder wants, with all the permanent, sanitary, washable qualities of an oil paint.

MELLOTONE colors and tints are attractive, but may be changed, as desired, by the use of White or other colors.

MELLOTOME is designed especially for interior decoration on steel ceilings, woodwork, concrete or plastered walls. It is intended for the home, for public schools, public buildings, hospitals, libraries, etc. It may be washed or cleaned without injury.

Our own tests of MELLOTONE in comparison with other

§19

goods of a similar nature and flat lead paint made by hand from lead and turpentine, have convinced us and others that our product stands unequaled upon the market to-day in hiding power, uniformity of covering, smoothness, convenience, and beauty of finish, as well as in spreading capacity and serviceability.

By reason of its unusual spreading capacity MELLOTONE proves most economical for the user because fewer gallons are required to do a certain piece of work and to do it properly. When properly applied on a surface in fit condition to receive paint, MELLOTONE will cover from 250 to 400 sq. ft. per gallon, two coats, and 500 to 700 sq. ft. per gallon, one coat, depending upon the hardness and smoothness of the walls. It naturally follows that MELLOTONE is economical in first cost, and its greater durability makes it even more economical in final cost.

MELLOTONE is popular with painter and user alike because of its easy working qualities and its satisfactory results. Will you not look into this matter more fully and consult

THE LOWE BROTHERS COMPANY

PAINTMAKERS VARNISHMAKERS COLORMAKERS

DAYTON, OHIO

BET IN MERIORTYPE AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Mr. * * * * * , one of the best known and most honored painters of the country, recently said before the Ohio Master House Painters:

A number of years back I was forced to the conclusion that something must be done to improve on the results that I was receiving from the use of carbonate of lead (white lead) as a single base pigment. With all the care I could exercise, results were unsatisfactory. I was confronted with chalking and rapid discoloration, the latter caused by the use of bituminous coal, sulphurous gases and other local conditions incident to a great manufacturing city and its environments.

Mr. * * * * * only voices what many painters are realizing - that conditions of wear have changed and that a good paint like * * * * "High Standard," made to give best results for the painter as well as the householder, is a boon to good workmen, for it makes money and reputation alike.

Based upon the recognition of White Lead of the highest quality as essential to good paint, and of the fact that properly reinforced it will form the base of a paint that will meet all requirements, "High Standard" Paint has proved its right to the complete confidence of painters.

Will you permit our agents to tell you more about these products? They can show you resulte and we can help you over the hard places that are so numerous in these days.

DAYTON

BOSTON

NEW YORK

CHICAGO

KANSAS CITY

SET IN BOOCHI BOLO AND BOOCH BOOK VERSATILE ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Are your barns and other outbuildings, your wagons and imple cuts painted and in good condition? Do they need paint?

By 1 inting them when they need it you economize, and you can also save morey by using the best ready-for-use paint - the modern paint.

You kee "High Standard" Liquid Paint is recognized every here as the one best paint for all purposes. With it you med not take chances on paint failures because it is made with the sole purpose of "giving best results." Our booklets "Attractive Homes and How to Make Them" will give you such valuable information in decorating and painting.

"HIGH STANDARD" Paint is best for exterior of houses and other luildings. It covers most, spreads farther, wears b st and costs less per number of years of wear.

"ELLOTONE" is the new durable, washable flat finish for walls, ceilings and woodwork of any room. It has sixteen colors, all "Soft as the Rainbow Tints."

HAND DRYING FLOOR PAINT - is a varnish paint which dries hard in 12 hours. It is made in 10 colors, all recomended for their durability.

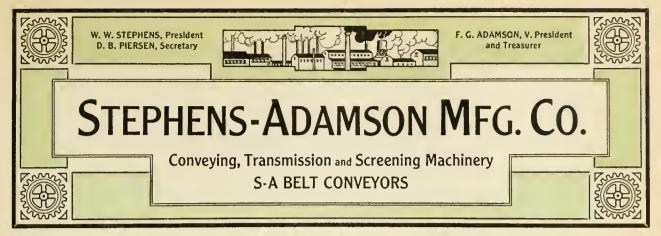
STANDARD BARN PAINT - is a genuine linseed oil paint made to give perfect satisfaction when used on barns and other cutbuildings.

Our AGON PAINT is very popular for preserving wagons and i pl c.ts at a very low cost.

All of cur products are put up in small cans in order to acco dute the needs of small work and can be procured tog the with circulars and information from our local agent.

Yours truly,

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AURORA CHICAGO NEW YORK

Main Office and Works

Aurora, Illinois

SET IN CLEARFACE DOTHIC INDUSTRIAL ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You have undoubtedly found the cost of handling the materials a large factor in the economical operation of your glass plant. You will, therefore, be interested in the labor-saving equipment, which the Hazel Atlas Glass Company installed in their Clarksburg Plant. We played a large part in the design of this equipment, and have published a description of the same in the "Labor Saver" for January, which is being sent you under separate cover.

If you are interested in conveying equipment of this nature, we shall be glad to have our Engineering D part int study your requirements. We have had considerable exterience in the design of labor-saving machinery for glass plants, and if we can be of such service to you, we trust that you will not hesitate to call upon us.

We shall also be pleased to place your name on the regular mailing list of the "Labor Saver," if you wish. It is sent without charge to the larger concerns interested in this line of Machinery.

Trusting that we may have the pleasure of a reply, we

Yours very truly,

§20 [213]

The Michigan Stove Company

Cable Address: "MICHSTOVE"
Western Union Code

MANUFACTURERS OF THE CELEBRATED

The World's Best

"Garland" Stoves and Ranges

LARGEST AND MOST WIDELY KNOWN MANUFACTURERS OF HIGH GRADE STOVES AND RANGES IN THE WORLD

BET IN MEMBERS OF THE CLEARFACE FAMILY STRAND BORDER

Detroit, Mich.

Dear Sir: -

We take pleasure in forwarding to you descriptive stove literature and our booklet entitled "The Only Safe Way to Buy Stoves and Ranges."

When you have read this interesting story, we believe you will realize that the disadvantages of buying stoves by mail order far outweigh any seeming advantages. You will realize that, in the end, it pays in cash, convenience, and satisfaction to buy stoves from your local dealer.

We are particularly anxious that you see our * * * * * * Stoves, Heaters and Ranges before you make a selection. No matter what style you wish you will find it in the * * * * * line and you can be certain of permanent satisfaction and reasonable prices.

Our dealer * * * * * * will be pleased to show you anything in our line and explain the many valuable advantages and exclusive features of the * * * * * construction. You will find an excellent assortment of all styles.

Won't you please call just as soon as you can and look at them?

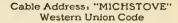
You need feel under no obligation to buy. Simply go and look at them. If you can not get just what you want in quality, style, and price, don't choose a * * * * *. You will be nothing out for making an investigation.

On the other hand, if your dealer shows you a * * * * * Stove or Range that suits you, you may depend upon it that he will extend to you every accommodation that the most liberal mail order house would. He will do some things for you that mail order houses can't do. He will deliver your stove polished and clean. If you do not live too far from his store, he will haul it to your house and set it up for you free of charge. And he will give you a guarantee, not of 30 days satisfaction, but of permanent satisfaction.

Trusting this may be of help to you in selecting the best stove for your needs, we are,

Yours faithfully,

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The Michigan Stove Company

DETROIT

"Garland" Stoves and Ranges

CHICAGO

SET IN POST MONOTONE NO. 2 CAST SQUARES MONOTONE BORDER ADCUT

Detroit

Dear Sir: -

One reason why people waste so much money on stoves is that they pay too little attention to the stove when they buy it. They think too much about the price.

"Oh, a stove is a stove - doesn't make much difference where you buy it or what you pay - they're all alike" - that is the way people often talk.

As a matter of fact, there is just as much difference in stoves as there is in people. And just as it pays you to have staunch, reliable friends, so it pays to have dependable stoves.

How can anybody figure that it is economy to buy cheap stoves? The low price is in itself most certain proof that it won't last long.

Since we must have stoves all our lives, why not buy good ones in the first place? In the end it costs less - and it means a lot of time and trouble saved not to have to buy a new stove every few years.

How can you tell a good stove? By its looks? No! By 30 days free trial? No! There is but one - and only one way to know you are getting full value for your stove money.

That way is, - BUY A STOVE OF ESTABLISHED REPUTATION. Then you take no risks.

If you buy a * * * * * * Stove or Range there is not a chance on earth but what the service it gives you will more than justify the price you have paid.

We could never have built up the biggest stove factory and business in the world had not * * * * * Stoves and Ranges given satisfaction in the fullest sense of the word. The Millions of * * * * * Stoves have all given satisfaction!

All you need to KNOW you are getting the utmost in Stove value is to go to the * * * * * dealer in your town and ask for a * * * * * *.

It is the easiest, quickest and most certain way to get stove satisfaction - and, in the end YOU'LL SAVE MONEY BY IT.

Your local * * * * * dealer will extend you any reasonable accommodation.

Why not call on him to-day, pick out the stove you want, have it delivered, polished and set up for you, and be enjoying the comforts and satisfaction it brings?

Yours faithfully,

[216] §21

DIRECTORS

CHAS. G. CRAODOCK EDWARO F. SHEFFEY PAUL C. EDMUNDS GEORGE MAHON T. M. TERRY A. P. CRADDOCK JOHN W. CRAODOCK

Craddock-Terry Company

MANUFACTURERS OF

"Long Wear Shoes"

"LONG WEAR SHOES" WEAR LONGER

Lynchburg, Va.

ADVISORY BOARD

W. W. BROWN
J. B, STROUD
WALTER CARRINGTON
GEORGE HAUGH
ALBERT L. NOELL
J. M. QUNWODY
WM. C. GOODE

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

De r Sir:-

figure - 1 to the first the proof of the control of

cn the lt cent this continue to the continue t

Shoes are going higher, but we are still selling a great many of our shoes at from five to tenty-five cents a pair less than they are worth on to-day's market. Don't put this natter off longer - we have the shoes and can fill your orders promptly - we bought leather at old prices and will give you the advantage of what we saved.

We want to send our salesman to see you. It costs you nothing, and we are enclosing self-addressed postal cord for your raply. If you are only interested in a few shoes at this time, let us send you one of our catalogs, showing a complete line of leather, rubber and canvas goods and an exceptionally attractive line of felt slippers and juliettes for the Holiday trade.

Fill out the enclosed card and mail it to us right now, and rest assured that we will give you that satisfactory service that will make it to your interest to give us your business, and when you put in a line of * * * * * * Shoes you will find your business increasing just as these other merchants' business has increased, and an increased business means increased profits.

Yours very truly,

P.S. --- Don't you need some filling stock for the Holiday trade? Some fur or ribbon-trimmed felt slippers? Some children's shoes or perhaps some men's fine shoes? Get our catalogs now and order in time to supply the demand for Christmas trade.

[218]

§22

L. ADLER. BROTHERS & CO.

MAKERS OF

ADLER CLOTHES

ROCHESTER, N.Y.

SET BY THE POOLE PRINTING COMPANY ROSTON, MASS.

Dear Sir:

When Labor Day arrives - when your fall selling season has opened - you're going to be mighty sorry if you've neglected to send out Style Books.

Perhaps you don't value these books very highly. Perhaps you believe your business will be as big without them. Please don't think so.

Our Style Books help sell clothes, and we can prove it.

We have customers who have gone without them one season and
thereby lost business.

Your competitors use Style Books, and doubtless send them to your oustomers. Can you afford to risk losing trade by not extending similar courtesy?

Now, we don't doubt that you're going to use Stylo Books this season - our knowledge of your good judgment gives us this confidence. But the time is getting late.

We're in earnest. Wo know that our Style Fooks are business getters and business keepers. So please don't hold up the enclosed order-blank a minute longer than is necessary.

Very sincorely yours,

[219]

L. ADLER. BROTHERS & Co.

MAKERS OF

ADLER ROCHESTER CLOTHES

ROCHESTER, N. Y.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dar Fr:-

I t' g t should r to .houlder and boost Sprin and

It's make this a liner. We can do it - to the results of the state of the results of the result

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Y 1 can v ry ero y thi p y r - a d

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i' t t you ll * * * * * cloth.s.

ill it pay? W ll, try it and see! R to tr, w're

Sincer ly yours,

[220] §23



DETROIT STOVE WORKS

LARGEST STOVE PLANT IN THE WORLD

SET IN MITCHELL
AMERICAN TYPE FOUNDERS COMPANY

DETROIT

traly,

§**24** [221]

DETROIT STOVE WORKS

LARGEST STOVE PLANT IN THE WORLD

WE ARE THE SOLE MANUFACTURERS OF THE CELEBRATED

We Lead the World in Ranges

Jewel Stoves and Ranges

Western Offices: 2921-2933 LA SALLE ST., CHICAGO. Works: 1320-1360 JEFFERSON AVE., DETROIT

SET IN SCOTCH ROMAN FRENCH CAS? SQUARES ART-TILE TINT FORMERS AMERICAN TYPE FOUNDERS COMPANY

Detroit, Mich.

Dear Sir:-

The true test of any stove comes after it has been in use for so c time. When new, one stove looks a great deal li'e another and it is only by actual service that the value of a good stove comes to the surface.

The value of a * * * * * * Range is shown in the years of satisfactory service it will give the user. Only the hig lat grade materials and the most skilled workmon are enloyed in its construction.

All steel is extra quality, highly polished and requires no blacking. All cast parts are made from K is Test to a intring to e highest grade cast iron put in a yest ve. The cree botts are made large and roomy and are correctly productioned to hold fire for a long time. The ovens are full sized, made square and will bake quicker, more evenly a lith less fuel than the ovens in any other ranges.

These are actual facts that thousands have proven to their our satisfaction and that you will find to be true if you place a * * * * * Range in your kitchen.

Can you hesitate between a * * * * * Range and the others when you consider the above facts and that you actually save morey on fuel and repair bills by using a * * * *? Can you hesitate about paying a few dollars more for a * * * * * Range in preference to a cheaper stove when a * * * * * will last a lifetime, will always be ready for service and will cause you no trouble or expense later? When you think these questions over fully we believe you'll agree the * * * * is the range you should buy.

Yours truly,

[222] §24

IMPORTERS · MANUFACTURERS CONVERTERS

174-180 LINCOLN STREET
BOSTON

SET IN BUFFALO OUTLINE AND STRATFORD THE M. C. MANSEN TYPE FOUNDRY BOSTON AND NEW YORK

Dear Sir:-

His name was Smartam and he wore whishers.

Name, whiskers, and all considered, he was an u lindividual counter that can be a to interved by ars have first dails point it on the convas of cortaining, we gaze, reflect, and insist that had be lived in the occi, instead of being a country school to there he read on titute one entire show, and that a headliner act in value ville.

Ore ni ht in every thirty during the wilter term we would assemble at the schoolhouse for a "istate."

"Resolved, "so ething or other, it did not make much differ noe vit, so any on the "altirmative," so you the "altirmative," so you the "in ative," and then for two hours it was a fine ture United States Senate, the oldy disconsible difference being that we were not paid for doing it.

The only thing that we can resider about S arta or the doubt s t trally stocky us, to only thing that proved of any lating becrit, was Sort 's oftre od injunction, "After you've of your 'p'int' quit tankin'. The more you say after that weakens your case."

We think by this tiew have medeour "o'int" with reference to " * * * * * . Too chreit retiensing results in irritation. Oceand into the retiensing results in irritation. Oceand into the retiensing that it is a partial expected where you are unit a sill train, you can a titue * * * * * * at a moving in the doctor? The tit is being larger by unit, we silly a tion of a city as proof (St. Lain) was 9 of the end of silk.

Ye e close still another postcard, respectfully asking you to return it to us r lu sti g samples.

Very truly yours,

Seamans & Cobb Co.

Importers, Manufacturers Converters

No. 174-180 LINCOLN STREET

Boston,

SET IN HEAVY CASEON AND NEW CASEON STALIC

Ge t :-

The . I re the act the longer the end re.

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a price list.

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Very truly yours,

[224]

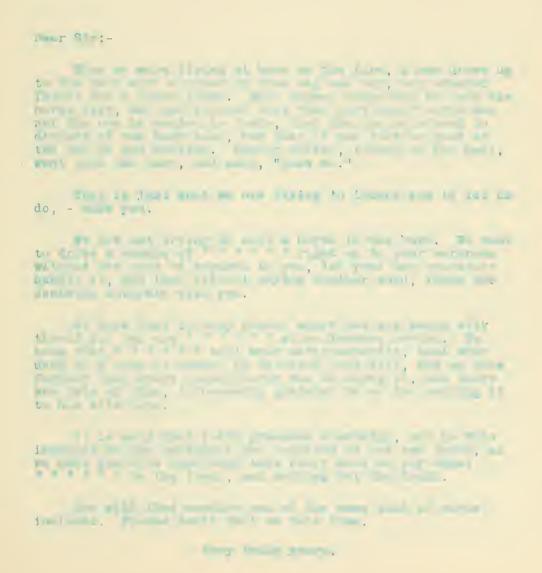
Seamans & Cobb Company

Importers, Manufacturers, Converters

Cable Address, "Seaco Boston"

No. 174-180 Lincoln Street
Boston, Mass.

BET IN BODONI ITALIC PUBLE FRINTING CO., BOSTON, MASS.



§**25** [225]

Importers, Manufacturers and Converters

NO. 174-180 LINCOLN STREET, BOSTON, MASSACHUSETTS

ET IN MEMBERS OF THE CHELTENHAM FAMILY OMMERCE ORNAMENTS COLE PRINTING CO., BOSTON, HASS.

Dear Sir:-

Very more and i to a menufacturar's effice the other day just as 'in the control of a day the

Our first thought was that right thin and thire we had received could read not to be que tion diproof, of the truth of the sight, "A lot of advertibing is easted."

Cur not thought was, perhaps in that pile of discarded mail, the country of the country and olding of vilue, so the country of the him in his had in the total which and in a country of the process at the same cost, or may-hap materially reduce his present costs.

Yer, we feel sure that a lot of advertising is wasted, but we follow the sure that any manufacturers mis may times a " of the girply because all advertising looks alife to the fact that they never even the envelope or recover the wrapper.

All this precedes, of course, is designed to lead you if polit, becaysteen, up to * * * * * *. This is the threat that leading the like silk, wears as well as silk, and co to you his less money.

When the foolish to make these assertions unless the grads of a construction out. We say you to grad us this first Armoras to subsite of a at no excess to you. It is you up it, Just as a trade favor, if for no other reason?

Very truly yours,

[226] §25



Manufacturers, Importers and Converters

No. 174-180 LINCOLN STREET BOSTON.

SET IN CLEARFACE GOTHIC CAST SQUARES FRENCH CAST SQUARES POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

A Chicago paper speaking editorially in a recent issue, said in subtance this: - There are \$5,000 men in this country in all the country in a recent issue, said in subtance this country in a recent issue, said in subtance this: - There are \$5,000 men in this country in a country in a recent issue, said in subtance this: - There are \$5,000 men in this country in all the country

The hi hest priced, best paid al writers in this country, in their exploitation of any article or committy, say but very little, but they say that little well. They deal in facts, stick to facts, drive home facts, - only this and nothing more.

We want to talk to you for just a minute about * * * * and we shill confine ourselves strictly to facts.

* * * * * is a substitute for silk, and for the purposes for which you would use it, it is equal to silk, and costs you 70% less oney.

It is note from the very highest quality of Sea Island staple, a lost of a social process of more facture confined by us and lively to this brand, it possesses an unusual and beautiful utre.

It will ver as log as silk, not one person in a thousand that it is not to a second disting ish it from silk, and it costs you 7 1 1 2 may y.

The above are silly * * * * * facts minus all advertising frills a if lurithes.

We want to prove to you that th y are facts.

Plus rot that of vota' croof "cle c's charge with reference to the real of the enclosed card.

Very truly yours,



Importers, Manufacturers, Converters



Number 174-180 Lincoln Street BOSTON, MASS.

SET IN MEMBERS OF THE CHELTENHAM FAMILY VERSATILE BORDER POOLE PRINTING CO., BOSTON, MASS.

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Aller Si :-
                No second constitution with the second of the second
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Y u.s v ry tmi'y.

[228]

Importers - Manufacturers - Converters



SET IN FOSTER AND CONDENSED FOSTER
VERSATILE DRINAMENT CHAP-BOOK GUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Dated [

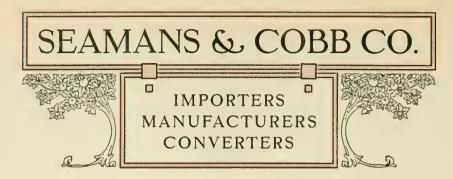
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V ry to yours,

§**25** [229]



SET IN STRATIMORE OLOSTYLE
STRATIMORE ORNAMENTS
AMENICAN TYPE FOUNDERS COMPANY

174-180 LINCOLN STREET BOSTON

Gentlemen: -

In one ear and out the other.

This is possibly true of a lot you have heard about

* * * * * *, but what goes in one eye stays in the back of
your head, and this time, to prove that the * * * * * is
the best covering thread made for buttonholes, we send a
specimen of the work it will do, instead of talking about
it.

You can make as good a buttonhole as this, in your factory, with * * * * * and * * * * * Reece thread, at one-fourth the cost of a hole worked with silk, and at approximately the same cost as one made with two hard finished threads.

You can prove this statement by trying samples at our expense, and it will pay you to do so.

Fill in the inclosed postal, and we will do the rest.

Very truly yours,

[230] §25



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o

SEAMANS & COBB CO.

Importers • Manufacturers • Converters

174-180 LINCOLN STREET, BOSTON, MASSACHUSETTS
NEW YORK PHILADELPHIA ROCHESTER ST. LOUIS CINCINNATI LOUISVILLE



SET IN CLEARFACE BOLD CAST SQUARES STRATHMORE ORNAMENTS CHAP-BOOK QUICONS AMERICAN TYPE FOUNDERS COMPANY

Dated [

1

Gentlemen: -

Among the many gratifying reports sent us on samples of our * * * * * one of the most pleasing as the letter received from The * * * * * * Co. of * * * * * * , Wisconsin, of which we inclose a copy.

It may seem odd to you that we attach so much importance to a letter which did not bring an ord now that, but the point is this. The * * * * * Co. has for years been known as one of the most exacting malars of high grade shoes in the West. They say in their letter that our * * * * * * works as well as silk, and loo's as all in '' your'. They hesitate to use it because it is not actually sile, and not understanding perhaps that the finished * * * * * is a far cry from ordinary mercenized cotten, they feel that in a shoe which retails from \$5.00 to \$3.00 a pair they can afford to use silk for the name alone.

Can you afford to do that?

If an article will work as well as silk, look as well as silk, and wear as well or letter than sil, on you afford to pay from 200 to 300% more for the name alone, of a different article?

Our * * * * * * will do all of that, and our success on this Twist for buttonhole purposes has been the mal. Don't think you cannot use it ecometries be not be allowed you may now be using cotton. So e of our latest use have adopted it in place of cotton as a covering the machines. It will not cost you a contituting the figure and send to us the inclosed postal. It is certainly worth investigating.

Very truly yours,

825

SEAMANS & COBB COMPANY

Importers, Manufacturers, Converters

No. 174-180 Lincoln Street

Roston, Mass.

SET IN MEMBERS OF THE CHELTENHAM FAMILY SCHUIL GRNAMFHTS AMERICAN TYPE FOUNDERS G. MPANT

G n*1 :-

"Out on, keeling, and one to be bedoon."

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[232]

No. 20, - This button being one of the very popular styles at present, calls for your consideration, not only because of its popularity as regards style, but because of its superior construction to the ordinary button of similar appearance.

Instead of being made from paper, which soon grows shabby, or glass which breaks and is dangerous to run on machines, this button is manufactured from the unbreakable vegetable ivory, which wear really does improve in appearance. The shanks are rigid, also the price (75% per gross) which is most reasonable, - beyond criticism in fact.

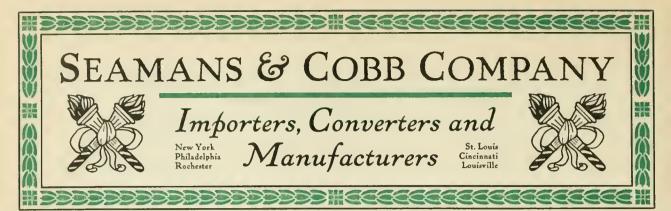
No. 49, - A new style button which is attractive, and has proven a good seller, \$1.20 per gross.

As compared with the sole and the upper, buttons are a small item in the manufacture of a shoe; just the same, however, one poor button frequently spoils the sale of a mighty good shoe.

We trust to receive your orders for samples on some of the above grades.

Thanking you for past favors, we remain,

Very truly yours,



174-180 Lincoln Street

Boston,

SET IN PARST OLDSTYLE AND PARST OLDSTYLE ITALIC VERSATILE ORNAMENTS BROCKTON BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

A leading periodical recently refused a certain large manufacturer's advertising business. They refused to run his copy because they said it was misleading, that it dealt largely in exaggeration, and that should they give it publicity they would become a partner with the manufacturer in fooling the public.

The manufacturer claims that this isn't true, that his goods possess all the merit he can claim for them, and that while they may be played up somewhat strong in his ads, that this, nevertheless, is simply a little advertising license which is perfectly legitimate, and to which all manufacturers are entitled.

As to the merits of this particular case we know nothing. For aught we know, one of these parties may be doing the other a great injustice. Perhaps the publisher is wholly right, perhaps the manufacturer. The chances are, however, that right and wrong prevail to a degree on both sides.

The point we wish to make is, that this very controversy is one of the encouraging commercial signs of the times.

Exploitation ought not, need not, in order to be successful, depend upon exaggeration. For instance, we could write a book filled with adjectives extolling the virtues of

We simply say, however, that it is not a silk thread, that it is used in many places as a substitute for silk thread, and where used, few can tell on the finished product whether it is silk or not, that it will wear as well or better than silk, and that it costs you 75% less than silk.

That is the whole story. We want to send you samples and quote prices.

Please use card inclosed.

Very truly yours,

[234] §25



SET IN CENTURY OLDSTYLE BOLD THREE POINT BORGER HONOTONE BORDER CHAP-SOOK OUIDONS AMERICAN TYPE FOUNDERS CONPANY

Dated [

1

Gentlemen: -

A man, a big man, at least when gauged by the modern and our now generally accepted size standards, a man of affairs, ripe in years and full of experience, remarked this in our hearing the other day, "Take it from me, honesty in business is a lost art."

We were sorry to hear him say it because he was too big a man to be puckered up with an idea so small, sorry also because we could not agree with him, and like the rest of mankind, we always dislike to hear a man boisterously shout any opinion which runs contrary to our own.

We are right glad, too, that we do not agree with the aforesaid gentleman, because being in business and dealing as we must with business men, we still have, thank goodness, quite some faith left in ourselves and in them, and when we lose it, as this man evidently has, we trust we may also lese at the same time, the art of breathing as well.

We had no idea of writing the above when we started in, but it was on our mind and we had to get rid of it.

We have consumed so much space in writing and so much of your time in reading something we did not intend to say, that we shall be obliged to make the really essential part of this letter, the message itself, very short and perhaps, too, that will please you just as well.

We never take your time and our own in calling particular attention to a * * * * * * unless there is something about it that is particularly good, a something that makes it better than ordinary * * * * * *.

Believing you might think us naturally prejudiced in favor of our own goods, we enclose order blank, respectfully asking you to send us an order, a sample order if you please, because we know it will please you.

Yours very respectfully,

§25 [235]

NEW YORK CHICAGO WASHINGTON LONDON

The Shaw-Walker Co.

FILING DEVICES AND SUPPLIES

SET IN CASLON TEXT AND RECUT CASLON

Muskegon, Mich.

HAS IT STRUCK YOU IN JUST THIS WAY?

Dear Sir: -

If you saw an employee throwing fifty-cent picces out of the window, you would be "jarred," to say the least.

But you will say: "It can't happen." No, not in just this way, but are you quite sure that - as seconds and minutes represent dollars and cents - you are not losing more than the equivalent in time because some particular part of your office work is not handled in the most efficient way?

In one case, the loss would be quickly detected and instantly stopped, but in the other, the leak might go on unchecked for weeks, or months - even years. THINK IT OVER.

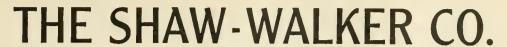
"Scientific Management in the Office," a little booklet we have just issued, points out a few possibilities along this line and shows some of the different channels through which time slips away, business is lost and money wasted.

If you would like a copy it will be sent, with our compliments, upon return of the postal enclosed.

IT PAYS TO INVESTIGATE.

Yours truly,

[236] \$26



FILING DEVICES AND SUPPLIES

CABLE ADDRESS, "Shawwalk," Muskegon

Muskegon

SET IN CLEARFACE QQTHIC QUADRUPLE CAST SQUARES AMERICAN TYPE FQUIDERS COMPANY

CAN YOU GET IT WHEN YOU WANT IT?

Dear Sir:-

When you want a letter, an order, an invoice, or any office record you want it QUICK.

It may mean a thousand dollars, some day, to be able to find instantly Brown's quotation, Smith's order or the copy of Jones's letter, for on this particular record may hinge an important decision.

You have, perhaps, already installed a filing system to take care of such problems, but is it thoroughly efficient - does it enable you to get what you want when you want it - INSTANTLY?

Every business man to-day seeks to keep abreast of the times and wants to KNOW the latest and best methods devised to promote efficiency and save work.

To meet the widespread interest in more efficient office methods we have issued an interesting booklet covering the field of VERTICAL FILITG, of which we have made a specialty for many years, and we shall be pleased to send you a copy, upon return of the postal enclosed, without any obligation whatever on your part.

IT PAYS TO INVESTIGATE.

Yours truly,

SMALL-GRAIN DISTILLING CO.

INCORPORATED

OLD WHISKEYS EXCLUSIVELY

LOUISVILLE, KY.

SET IN COMSTOCK, LIGHT COPPERPLATE DOTHIC AND LIGHT COPPERPLATE DOTHIC EXTENDED AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

As harmless as a custard pie - as potent as the summer sun - with an aroma that would smooth the wrinkled brow of an Egyptian mummy - that's * * * * * fourteen years old.

What would you not give for an opportunity to get on speaking torms with a Nectar that grows two smiles where there was only a grouch before. Better as a medicine or a wrinkle chaser than the pills of any M.D.

We are offering this perfect Kentucky lubricant to
the elect few who differentiate whiskies solely on the
basis of merit. The return of enclosed postal will be construed as your order.

Respectfully yours,

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Special Offices in Leading Cities Everywhere



Pawman and Erbe Manufacturing Co.

Makers of Filing Cabinets and Supplies of First Quality

Rochester, N. Y.

SET IN CLOISTER BLACK, RECUT CASLON, RECUT CASLON ITALIC VERSATILE ORNAMENT LINEAR BORDER NO. 2 SIX-POINT BORDER POOLE PRINTING CO., BOSTON, MASS.

Dear Madam: -

We recently received a very interesting letter from a lady in Northern Ohio expressing her frank opinion about our Card Index Recipe Outfit.

Note what she says:

"I received the recipe outfit all right and I like it so much. It is such a great convenience to select the recipe I want and hang it up before me while I am engaged in preparing the dish. Really, it is so handy and unique that I often wonder how I ever got along without it.

"Be sure and let me know when you issue your supplemental sets of recipes. I want every one."

This lady is only one of hundreds who are being daily benefited by using one of our clever outfits.

The fundamental idea back of these outfits is right; each separate piece of recipe information is on a separate index card, so that it can be handled and filed distinct from all other recipes.

More than anything else, these outfits are BUSINESS-LIKE - just as the enclosed folder explains.

Mrs. Kirk's long experience in studying and teaching Domestic Science qualifies her pre-eminently to prepare these recipes.

So that in providing these splendid recipes in such tasteful and handy shape, we feel that we have rendered a distinct service to the housewives of the country.

Which one of the outfits do you prefer? Your order will have our careful and immediate attention.

Yours truly,

§28 [239]



Yawman and Erbe Manufacturing Co.

First Quality Filing Cabinets and Supplies

SPECIAL AGENCIES LOCATED IN THE LEADING CITIES EVERYWHERE

FILING EQUIPMENT STORES NEW YORK CHICAGO WASHINGTON PHILADELPHIA BOSTON PITTSBURG SAN FRANCISCO ST. LOUIS CLEVELAND LOS ANGELES

CANADA
TORONTO
MONTREAL
OTTAWA
WINNIPEG
VANCOUVER

Cable Address" Shannon, Rochester"
Western Union Code

Rochester, N.Y.

SET IN MEMBERS OF THE CLEARFACE FAMILY AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Yes, this is a form letter, but it is decidedly worth the thirty seconds it will take you to read it!

In going through the advertising section of November

* * * * * I noted and read your ad carefully.

I am always interested in reading what our neighbors in the magazines have to say, just as I would be interested in our neighbors were we all to move into a big office building.

Our advertisement in November * * * * * featured a new System of filing that will prove of vital interest to every business man the country over. I am taking the liberty of enclosing herewith a folder which describes that System in detail. If the filing department in your office is not under your jurisdiction, will you kindly hand this letter and circular to the proper person? He, or she, will see at a glance that this * * * * * System is a great saver of time and money.

I am enclosing return card, so that anybody in your organization who may be interested in this new System, which we are going to hammer hard in the magazines from now on, may secure advance information right away.

Yours very truly,

[240] §28

THE BARRETT FURNITURE COMPANY

OFFICE FURNITURE and FILING CABINETS
1029-1081 WOODWARD AVENUE
DETROIT, MICH.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir:-

Can you put your finger on just the record you want instantly?

Is your filing system really a time saver? Does it respond quickly and accurately, or do you have to stop and think, and then look in several places before you find what you want?

A filing system is either a money saver or a money loser. It either decreases operating expenses and increases the efficiency of the office force, or it is a drag on your business. It all depends on whether it really gives you classified information, or is a hiding place for records.

The filing system is a vital factor in every business and plays an important part in influencing every decision and facilitating every transaction—but the system must fit the business.

Experience in hundreds of different lines of business and familiarity with the best modern filing practice enable us to offer suggestions of value to you.

We have filing equipments for every business and the widest variety of arrangement to suit every need. Write us your filing problems and we will help you.

Yours very truly.

THE BARRETT FURNITURE COMPANY

OFFICE FURNITURE AND FILING CABINETS

DETROIT, MICHIGAN.

SET IN AUTHORS ROMAN WIDE SERIES BARNHART BROTHERS & SPINDLER, TYPE FOUNDERS.

Dear Sir:-

Does your filing system ever go on a strike?

Does it ever refuse to give up instantly the information that you know it holds?

Unless your filing devices minimize the moves necessary in transacting and recording business they make you a victim and not a master of details.

Your valuable papers and records must not only be safe, but must be instantly available in order to facilitate and accelerate the despatch of business.

Our cabinets are built for usefulness and you can select and arrange a cabinet to suit your exact requirements, and not have to adjust your requirements to suit the cabinet.

The enclosed card filled out and mailed to us will bring information helpful to you.

Yours very truly,

[242]

MANUFACTURERS PAPER COMPANY





FACTORY SITUATED AT CAMBRIDGE, MASSACHUSETTS

SET IN MEMBERS OF THE BOJONI FAMILY ITALIAN GRNAMENTS CHAP-BOOK QUIDONS ANERICAN TYPE FOUNDERS COMPANY

Dated &

þ

Gentlemen: -

We are manufacturers of 90# Imported Kraft Stay similar to the enclosed sample. Our paper is made from Sulphite

Pulp and coated with glue especially adapted for stay purposes. We guarantee the paper to give satisfaction.

Our price in 500 lb. case lots is 7 1/4 cents per lb. f.o.b. your city.

We would be pleased to receive your order for a sample case.

Awaiting your reply, we are,

Yours very truly,

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SET IN CLEARFACE GOTHIC INLAND EDROER NO. 600017 CHAP-BOOK QUIDONS AMERICAN TYPE FOUNDERS COMPANY

Dated at

Dear Sir:-

Old General Brag can't go very far as a salesman unless he is backed up by the goods.

And it is better to let customers do the bragging.

Many shrewd buyers who use * * * * * Kraft Stay are bragging about the superior quality of their boxes.

We are so sure of its excellence and superiority that we will allow you to test it fully at our expense. This is how we will do it:

Fill cut and mail the enclosed detachable post card, and we will ship you a fifty-pound sample order at the regular cash price of 710 f.o.b. your city. You give it a thorough test, and if you do not find it the best value you ever had there will be no charges.

That's the way we back up our * * * * * Kraft Stay, and that's the evidence of our certainty that it will make good.

You do not get any fairer or squarer propositions than that.

We do not expect to wait long to receive your trial order, under the above conditions, and we are certain that after you have given it a trial you will not wait long to repeat the order, with the intention of using * * * * * * * Kraft Stay permanently.

Yours very truly,

[244] §30



Manufacturers Paper Company

FACTORYAT

Cambridge, Mass.

SET IN CLOISTER BLACK, NEW CASLON AND NEW CASLON ITALIC LINEAR BORDER NO. 2 RENAISSANCE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

We are manufacturing what we consider an excellent scaling tape, in both Kraft and Manilla papers, all widths and weights, and supplying them to the paper jobbers throughout the country at a price which enables them to make some money.

If you have any trade on these goods and would be interested in samples and prices, we will gladly forward them to you.

Kindly advise us what widths you are interested in, and what quantities you buy of the same.

Respectfully yours,

§30 [245]

THE STEIN-BLOCH COMPANY

THE WHOLESALE TAILORS



Rochester, N.Y.

SET IN NEMBERS OF THE LITHO FAMILY ITALIAN BANG

Dear Sir:-

Look very carefully at the sheets and cards. They have been arranged to take the place of the old clothing "booklet." You will find two distinct styles of circulars--one, the illustrated letter heads, the other the illustrated post cards.

If you want us to send out for you this spring the LETTER HEADS, select the forms you wish and fill out the enclosed card. We shall send out to your mailing list the forms you specify, on the date you specify, IN ROTATION. This means that you can reach each name on your mailing list as many times this spring as you choose. WE SHALL FURNISH THESE FORM LETTERS FREE, ATTEND TO ALL THE DETAILS HERE WITHOUT CHARGE. All you are called upon to do is to furnish postage at the rate of 2 cents per envelope. FIRST CLASS MAIL MATTER IS ALWAYS OPENED. One-cent envelopes go into the waste basket.

If you prefer the POST CARDS, fill out the card, fix your mailing dates, and we will take care of the work here, you paying postage at the rate of 1 cent per card.

CORRECT YOUR MAILING LIST TO DATE. Dead-wood lists are money losers for you and for us. Unclaimed letters are dismal losses. ALSO PLEASE ESTIMATE YOUR MAILING LIST BEFORE FORWARDING.

This circularizing idea is a new one, and will be jumped at. Nobody who has seen it so far has failed to see the novel appeal it makes to any man who is wondering about his spring clothes and where to get them. SEND IN YOUR RESERVATION AND YOUR MAILING LIST AS SOON AS YOU CAN. The orders are filling up fast.

Yours truly,

[246]

The Stein-Bloch Company

Wholesale Tailors

Our Label Marks the Smartest Ready-to-Wear Clothes

Rochester, A. D.

SET IN CLOISTER BLACK ART BORDER POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

This is the Standard sack suit for this season.

The * * * * * Standard.

Particularly got up for the all 'round busy man who has to look well all the time, and a good many times hasn't the time to pass with the made-to-order tailor and his tryons. The matter of price is a telling one, too.

The style this season demands snugness in the suits. We obtain this, but KHEP THE CLOTHES COMFORTABLE. The shoulders are narrow tread, but they fit. You look active, energetic and trim in a suit like the Standard.

Our fabrics are guaranteed tested all wool and are innumerable in texture, shade and pattern. Grays, blues, browns, half-shades and mixtures of all kinds are equally right, and serges and worsteds are racing neck-and-neck with tweeds and homespuns in popular favor.

Try on this * * * * * suit at your clothiers. This is the address, and you will get every attention. Take this letter with you.

(Space for your store name and address.)

Go to-day. Perhaps you will like some other one of our models better than this Standard. They all carry our label, like the one at the top of this letter. IT GUARANTRES YOU THE BEST, AND ALSO PERFECT SATISFACTION.

Yours truly,

Stein-Bloch Smart Clothes

ROCHESTER, NEW YORK

SET IN DELLA ROBBIA MONOTONE BORDER POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

This is a * * * * * summer style that we call the Park.

The shoulders are narrow tread, the coat is snug, and the lapels are long and roll with a good deal of grace and style. We have a smaller coat--snugger, we mean--but none better adapted to the service of the professional or business man than this Park sack.

Comfort is particularly a feature of the Park. It looks stylish in its snugness, but it FITS lightly, as summer clothes should. The fabrics are all wool guaranteed and tested, and are light, airy and so numerous in pattern and shade that any taste can be gratified. The saving in price is an important feature, too.

Go to your clothier's and have a try-on. You can find there many other * * * * * models for this season. All of them carry our label, like the one at the top of this letter. This GUARANTEES YOU THE BEST, AND ALSO PERFECT SATISFACTION.

The store address is

(Space for your store name and address)

Try on to-day. Take this letter with you.

Yours very truly.

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The Stein-Bloch Company

I FADING WHOLESALE TAILORS

BET IN CASLON TEXT AND BLAIR LINEAR BORDER NO. 2 POOLE PRINTING CO., BOSTON, MASS.

Rochester, P. O.

Dear Sir:-

This is a young man's suit. Hen who feel yourg can wear it, too, but the YOUNG MAN is its natural owner.

We call it the * * * * * Seneca.

There are three or four other young men's styles that we make, and this one is a fine sample of our energies in the direction of satisfying the YOUNG MEN in their clothes ambitions.

This suit is not decorated like a uniform. It is not, however, a grandfather's suit. But it is planned for the clean-cut, self-respecting, hustling young fellows who are going to make to-morrow in this country. The saving in price will interest you, too.

Try on one of our suits at the clothier's. There are several other good styles, as we have said. The store address is:

(Space for your store na e and address)

The important fact about these clothes is that they are * * * * * . All of them only on leaf the one at the top of this letter. It GU is 1 LS YOU THE BLST, AND ALSO PERFECT SATISFACTION.

Try on to-day, and take this letter with you.

Yours truly,

THE STEIN-BLOCH CO.

WHOLESALE TAILORS

HTEIN-BLOCH MMART CLOTHER

ROCHESTER, N. Y.

BET IN ENGRAVERS SHADED LINEAR BORDER NO. 2

Dear Sir: -

This is an extra light * * * * * suit for hot weather wear.

It consists only of coat and trousers, and the coat is scarcely lin d at all. The trousers are looped for best weer. You hardly feel the suit, so cool and airy is the fabric.

The tailoring is just as carefully done, however, as in our three piece suits, and the suit will fit you with much style and good looks. You can wear it anywhere. For business, for leisure, vacation, or sport, it is a friendly and co panionable suit. You will learn to like it, just as you like a good friend. One reason for this is its comfort. The price will influence you, too.

You can be fitted in this suit, no ratter what your girth may be. Ask to have it tried on by our dealer. Take this letter with you to show him. The store address is as follows:

(This space for your store address.)

Go to-day.

Yours very truly,

P.S. This two piece cool suit comes in a variety of fabrics and shades, from blue serge to homespun. All of them bear our label, like the one at the head of this letter. This LABEL GUARANTEES YOU THE BEST AND ALSO PERFECT SATISFACTION.

[250]

STEIN-BLOCH SMART CLOTHES

The Stein-Bloch Company

Wholesale Tailors

Rochester, 97.9.

SET IN TYPO SHADED AND LIGHT COPPERPLATE DDTHIC

Dear Sir:-

This style of * * * * * summer sack suit is called the Saxon.

It is frankly rather an extreme style, and is small and slender, and narrow tread in the shoulders. If we were not thoroughly American, we should call this suit somewhat English. But it is STYLISH, and you will see scores of these suits worn by the style dictators in every notable city.

This may be exactly the suit for you. We hope it is and we think you will be making no mistake in trying it on. The price will interest you. Go to our agent in your town and get a try-on TO-DAY. You can find half a dozen other * * * * models to choose from. Take this letter with you. The address is:

(Space for your store imprint.)

The main thing about this suit is that it is a * * * *.

All clothes made by us carry the label like the one at the head of this letter. IT GUARANTEES YOU THE BEST, AND ALSO PERFECT SATISFACTION.

Yours truly,

SIMONDS MANUFACTURING CO. THE SIMONDS SAW

UNEQUALLED IN QUALITY AND UNIFORMITY

SAWS KNIVE

FILES

STEEL

WORKS AT FITCHBURG, MASS., AND CHICAGO, ILL.

FITCHBURG, MASS.

BET IN MEMPERS OF THE COPPERPLATE OOTHIC FAMILY AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Everything is mutual in this business. We make good Saws. We expect good Dealers. We spend money to create a market. We expect co-operation from Dealers. Let us hear your side of the case. If selling * * * * * * Hand Saws will not be of more profit to you than it will to us, do not touch them; but how are you going to know unless by actual experience?

Why not get things started at once? We will get after the Carpenters while you get the goods in stock ready to serve them. This means only a small outlay and the percent of profit will be worth every bit of the effort. Every

* * * * * Saw we fully guarantee. What shall we ship you?

Yours very truly,

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Simonds Manufacturing Co.

THE SIMONDS SAW

UNEQUALLED IN QUALITY AND UNIFORMITY

SAWS KNIVES

FILES

STEEL

WORKS AT FITCHBURG, MASS., AND CHICAGO, ILL.

Kitchhurg, Mass.

SET IN LIGHT COPPERPLATE DOTHIC AND ENGRAVERS OLD ENDLISH BOLD AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

We are supplying some of the largest printers in the United States, principally in Chicago and New York City, with * * * * * Paper Cutting Knives. Are you buying through manufacturers of the cutters, or direct from knife manufacturers?

We judge that a firm of your size would need exceptionally good knives, and would be buying every once in a while. If this letter should find you in need of anything at this time, will you give us the opportunity to figure with you on * * * * * Knives?

Yours very truly,

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Cable Address "Eclipse" Chicago
Telephone Connection



Agencies in All Large Cities in U. S.and in London, Eng.

FAIRBANKS, MORSE & COMPANY

We Manufacture All Kinds of Electrical Machinery

Manufacturers and Distributers of the Celebrated and Universally Used

Gas, Gasoline and Oil Engines

Fairbanks' Standard Scales

Steam Engines, Boilers, Dynamos and Motors, Elevator and Mining Machinery, Railroad Supplies

SET IN HOBO ACME BORDER PODLE PRINTING CO., ROSTON, MASS.

234-238 E. 3d Street

St. Paul, Minn.

Dear Sir:-

MAKE MACHINERY DO YOUR WORK.

Isn't it a pleasure to look over a farm where practically all the work is done by labor-saving outfits? Here's where farm life ceases to be a drudge. Proper ways of tilling the soil make good crops and the value of the land is increased accordingly.

It is easy to picture in your mind the difference in pumping enough water by hand for twenty-five head of stock or hitching on a * * * * * Gasoline Engine to do it while you plan the best way to make a larger profit from your cows.

The man who runs his cream separator by hand, looks forward to the task as a daily burden. A * * * * * Engine will do the job while you eat your morning or evening meal.

Watch for the book which goes forward to-day under another cover. You will find it full of facts that are of interest to every practical farmer.

The estimates we are ready to make will surprise you.

As many questions as you wish, it will be a pleasure for us to answer.

Yours truly,

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FAIRBANKS, MORSE & CO.

Saint Paul

SET IN CHELTENHAM OLDSTYLE CONDENSED AND CHELTENMAM ITALIC STYLUS BORDER ANERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You naturally like what pleases you. Every riece of machinery on your farm that gives good satisfaction a ds just that much pleasure to the work. * * * * * * Irgines are a close approach to humanity. They step in as it were and lighten the load of later; hard jobs are made easy and profitable.

Where once the task of turning the cream separator was a big burden in the early morning and near the end of the day's toil, a * * * * * * Gasoline or Oil Engine now ...akes the work like play.

A few years ago farms without running water were not in demand, usually for the reason that the tack of pairs by hand for live stock took so use tire, to say not it gof wasted energy. A * * * * * * Eclipse Paper ill fill an eighteen barrel tank at a cost of a cent and a half for gasoline. Just think of it!

Taking the grist to the mill for most farmers mans a whole day as good as wasted. Oft nti es a late start calls for an extra trip the day following, especially if an iness is brisk at the mill. This usually hap as at the sum a day can least be spared. The farm raith a * * * * * Grinding Outfit grinds feed on raity days or at shock the es when there is no regular work to do.

In the manufacture of * * * * * Engines, quality and efficiency are all ays foremost in mind, the build rabeing ever mindful of the work each engine is to do. Grat care is taken to make every outfit perfect.

You will be interested in a proposition we are king on farm engines now. Let us know your need and we will be glad to write you fully and serve you according to your wishes.

Yours truly,

§**33** [255]

Form 2289 F.

NIGHT LETTER

THE WESTERN UNION TELEGRAPH COMPANY

25,000 OFFICES IN AMERICA

CABLE SERVICE TO ALL THE WORLD

ROBERT C. CLOWRY, PRESIDENT

RECEIVER'S No.

TIME FILED

CHECK

SEND the following NIGHT LETTER subject to the terms on back hereof which are hereby agreed to

Dear Sir:-

SPOI COITON FIFTL N AND A HALF CENTS TO-DAY. TEN CENTS

IS B SIS OF OUR PRICES FOR FALL NINETEEN ELEVEN ON "MERODE"

AND "I RVAID ILLS" HAND-FINISHED UNDERWEAR WITH NO CHANCE

IN QUALITIES, FINISH OR FABRIC.

MILLS OU TUT LAST SEASON LARGER THAN EVER BUT IMPOSSIBL. TO LL. ALEAD OF D. TO. YOUR URGENT CO-OPERATION

M C 37 MY TO I SURE 1.0LPT DELIVERIES.

WIRE AT OUR EXTENSE YOUR ENTIRE WANTS. GIVE DETAILS
TO SALE AUTON ROAD.

Yours truly,

§34

		Dr. to The	Western Union Telegrap	h Co.
For Message to		by	dated	191
No. of Words	Rate	Amount	\$	
		(Sgd.)		SENDER

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MORTON IRON & STEEL CO.

Malleable Iron Castings, Chain Hoists

Plain and Galvanized Bars, Hoops, Bands, Angles, Sheets, Plates, Channels, Tees, Wire, Nails, Pipe, Cold Rolled Steel Rounds, Chains, Rivets, Squares, Flats, and Special Shapes. Special Terms on Large Orders



24 Ludlow Street.
Baltimore



SET IN POWELL SERIES CUT NO. 6288 6 POINT BORDER NO. 6007 MADE BY KEYSTONE TYPE FOUNDRY

Dear Sir:-

The notices of your large contracting work that I have seen in the various trade papers lead me to bring to your attention the * * * * * Diving Apparatus.

You will find on investigation that a large number of the principal contractors, bridge builders, railroads, etc., now own their own diving apparatus and use their own men for such diving as they have to do. This saves the expense and loss of time due to securing regular diver, with the great advantage of always having their own diver on the work.

It will pay you to give this matter your careful consideration, for any man in good health can perform all ordinary diving operations.

Our latest catalogue and prices will be sent at once on receipt of request from you on the enclosed card.

Very truly yours,

Koleproof Kosiery Company

MAKER OF THE

Holeproof Sox

Milwankee, Mis.

BET IN SHAW TEXT AND LIGHT COPPERPLATE GOTHIC

Dear Sir: -

Some business men wonder at the other merchant they are constantly hearing of as just striking it - in fact they wonder why most all of the other merchants are getting more business than they are - and always getting in on the goods that prove out in the end the most profitable to sell.

Stop and think a moment; some business men go by hearsay - others draw on their imagination. These two types of
men are invariably losing out. There is another class of
merchants - the "thrifty folk" - they always investigate for
themselves - they have to be shown - they see and seize onto
the right merchandising proposition when it is presented;
they are the merchants that make the money - they get there
on a big scale; and they are the very merchants at whose
prosperity the other business men sit back and wonder.

The most successful merchants in the United States sell * * * * * *

The privilege of the advantages in selling * * * * * * is as much yours as anybody's. You have a right to investigate our proposition, and to sell * * * * * Hosiery. But don't read this letter and then assume the attitude of either type of business men we have mentioned that are always losing out. Write for our samples and proposition - go over

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same carefully - let your own mental forces - your own good sound business judgment work out the result.

We are not trying to blindfold you into the belief that

* * * * * is the whole thing. We want you to see * * * *

samples with your own eyes - get our proposition - be your

own judge; then you will appreciate the sincerity of our

every state ent regarding * * * * * - you will see wherein

lies * * * * * advantage over imitation guaranteed hose
and you'll realize too, that * * * * means more money

for you in the long run.

We so keenly appreciate the impossibility of any business man making a profitable decision, as to putting in any line, without first carefully investigating said line and thoroughly understanding the proposition relative to same, that we want to ask you to kindly extend us the business courtesy of making the request for * * * * * * ples and our selling proposition.

This in no way obligates you - just give us the opportunity of proving our claims - and you the opportunity of dotermining how profitable * * * * * Hosiery will be on your shelves.

Fill in the card and mail it out to-day. We thank you.

Yours truly,

Milwaukee, Wis.

SCT IN DELLA ROBBIA
DELLA ROBBIA GORDER - DELLA ROBBIA DANAMENT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Every spring, * * * * * has caught the eye of THE MEN by letting them know that the sart styles in hosiery were * * * * * Those dealers who sold * * * * * in an assortment of sheer colors have done a tremendous business.

The bi est stores catering to the most exacting trade h ve found that * * * * * summer colors take the popular fancy.

This spring our summer color lines will be bigger sellers that ever.

We take care of your order promptly and will gladly s nd you so les by immediate express prepaid from which to m ke your selection.

You c n do the summer color hosiery business this year if you h ve * * * * * - The Original.

Place send the telegram enclosed for quick action, and note that it is at our expense.

Yours very truly,

P.S. ill s we for you one outfit of irdow trim ing matril to to the line of the state of the sta

[260] \$36

HOLEPROOF HOSIERY CO. OF CANADA, L'TO LOHDON, CANADA

HOLEPROOF HOSIERY CO. 230 Tower Buildings Liverpool, England

Holeproof Hosiery Co.

NEW YORK OFFICE
918 FIFTH AVE. BLOG.
GHICAGO OFFICE
234 LA SALLE STREET
PACIFIC COAST AGENCY
583 MARKET STREET
SAN FRANCISCO

MILWAUKEE, WIS., U.S.A.

SET IN SLAIR, CONDENSED SLAIR AND WEDDING TEXT

Gentlemen: -

We have addressed to you several communications relative to our product and had hoped to receive your stock order before now.

We are distinctly disappointed at not having received a favorable answer to our letters particularly as * * * * * * * is a co-odity which appeals directly to the high class erchant. Moreover, we cater to those who appreciate the value of advertising and of advertised articles, and the treendous capaign which we are carrying on should certainly interest you.

Laying aside all question of merit, of durability, of comeliness and of good value - all of which points we feel sure you will readily accord to * * * * *, our hosiery in your window or on your shelves is in itself an item of enormous advertising value. It has a certain fixed value a an advertising media, just as targible as the columns of y ur newspaper or the billboards you have to py for.

As a firm of the hi her class - one whose st limindicates a positive k of lime of advertising v lu, k you whether you do not owe it to yours lives to the advertage of the advertising feature that * * * * * off rs you.

In addition to this when you consider that * * * * * * * is the best selling, quickest selling, easiest selling hosiery in existence - that it is as staple a line as you

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can possibly carry, and that your * * * * * sales are made at half the store expenses connected with any other of your staple lines; don't you think it worth while to at least give us a chance to demonstrate the truth of our claims?

1912 will be a great year for * * * * * *. Our appropriation has provided for a greater advertising campaign than the famous one conducted during 1911. The people want * * * * * now but they will want it more and want more of it later in the year.

Why not get in line now so that we can ship your initial order immediately?

All arguents in favor of our product have been submitted and we write you with the idea that you may have overlooked sending your order and for fear that you may overlook it entirely without this reminder.

Enclosed find order blank.

Please use it to order your stock now while the matter is fresh in your mind.

Rest assured that your requirements will have our best attention at all times and the writer will take pleasure in the personal supervision of your future needs for advertising matter, window display material or electros.

Hoping to hear from you at once, we are,

Yours truly,

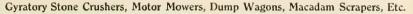
[262]

A. B. Black Road Machinery Co.



WE HAVE IN STOCK, PREPARED TO SHIP, REPAIRS FOR ALL MAKES OF

ROAD MACHINES, STONE CRUSHERS





New England Agents for The Austin, Western Co. Sole Agents for Black's Snow Plows in New England

SET IN MEMBERS OF THE CLEARFACE FAMILY
VERSATILL ORNAMENTS Day
AMERICAN TYPE FOUNDERS COMPANY

29 South Market Street

Boston

Dear Sir:-

We are enclosing catalogs showing cuts and giving brief description of our line of road machinery. Please examine them and keep them among your references, and when you are in the market for anything in the road building, road repairing or road cleaning line, please drop us a line and give us an opportunity to give you detailed specifications and prices.

We carry in stock, ready to ship, repair parts for all makes of crushers and road machines, also shovels, picks and general supplies. Our aim is to please our customers, because we want their trade. We solicit your patronage on the merit of high quality of material and late improvements, and we stand back of everything we sell.

Thanking you for past favors, we beg to remain,
Yours respectfully,

§37 [263]



Abbertising Department

Gloucester, A. J.

BET IN CLOIBTER BLACK VERSATILE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Gentlemen:

At first you may not know why---but this fact is of concern to you;--

What fact? The fact that we moved.

We moved from 1133 Broadway to 78-80 Murray Street.

And that move means this much to you--that it enables you to get a better service from us---and at a lower price.

Our rental, per square foot, is much lower here---and our facilities are better in every respect.

We can offer you up-to-date, money-saving, light-increasing * * * * * equipment, at the best price yet on record.

After buying from us, you will not feel that you have spent money--you will feel as if you have earned money.

Look over the enclosed folder. See for yourself.

And then, better still, -- come in and see our new quarters.

Yours truly,

P. S. You will do yourself (and us) a great favor if you will keep this letter on file where you can refer to it easily.

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BOSTON
PROVIDENCE
SPRINGFIELD
HARTFORD
NEW YORK
PHILADELPHIA
BALTIMORE
ATLANTA
NEW ORLEANS
SYRACUSE
ROCHESTER
BUFFALO
CLEVELAND
DETROIT
CHICAGO

THE FISK RUBBER COMPANY

FISK AUTOMOBILE TIRES

BOLTED-ON CLINCHER Q.D.CLINCHER FISK-DUNLOP

INNER TUBES FOR ALL STYLES

FACTORY AND HOME OFFICE

CHICOPEE FALLS. MASS., U. S. A.

INDIANAPOLIS
MILWAUKEE
ST. LOUIS
MINNEAPOLIS
ST. PAUL
FARGO
KANSAS CITY
OMAHA
DENVER
SAN FRANCISCO
OAKLAND
SACRAMENTO
FRESNO
LOS ANGELES
SEATTLE

SET IN MEMBERS OF THE COPPERPLATE OOTHIC FAMILY AMERICAN TYPE FOUNDERS COMPANY

De r Si :-

Will you let us revise your tire bills? It isn't a
P y: - Irich kind of revision we are asking you to consider
but a genuine revision downward.

Those old casings that you throw away very likely have a good only you lue, but there are many instances who only an exect can tell whether it will pay to have repairing or retructing done.

The foreman of our tire repair department will be glad to look over your tires and to advise you just what can be done to your b st advantage. No matter what make of tire you use, is opinion is yours for the asking and no obligation is i carr d by you. Possibly you could use a bigger tire on to present rim and get better results. He can also tell you to t.

The riturn of the enclosed card may save money for you all live us the or ortunity to get acquainted. We do 't controlled card we can business until we show you that we CAN RIUCE YOUR EXPLUSE.

Very truly yours,

§39 [265]

THE FISK RUBBER COMPANY



MANUFACTURERS OF THE CELEBRATED

Fisk Automobile Tires

Bolted-on Clincher Q. D. Clincher Fisk-Dunlap

THE FISK TIRES ARE KNOWN EVERYWHERE FOR THEIR GREAT WEAR-RESISTING QUALITIES

Factory and Home Office

Chicopee Falls, Mass., U.S.A.

SET IN MEMBERS OF THE CENTURY FAMILY VERSATILE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

To-day we received a letter from a dealer saying he has sold 509 * * * * * * Inner Tubes in the past seven months to car owners and up to the present time has not received a request for adjustment or the suspicion of a complaint.

A dealer from another state writes: ** * * * * Tubes are longer lived than any others. We have a great many users whose * * * * * Tubes are over four years old and the rubber is still bright and lively."

* * * * * * Inner Tubes are unequaled. TWENTY-FIVE

THOUSAND perfect to ONE imperfect is the record. The reason

- these tubes are PURE Para rubber with only enough sulphur

to vulcanize. They do not stretch out of shape and cannot
deteriorate.

Very truly yours,

[266]

The Kny-Scheerer Company

SURGICAL AND ELECTRO-MEDICAL INSTRUMENTS
HOSPITAL AND SANITARIUM SUPPLIES
SCIENTIFIC APPARATUS

New York

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir: -

As manager you are interested in improvements. Espeoially so, when the improvement means better satisfied patients and a larger profit to the institution. We have, after long study of sputum oup problems, devised the * * *.

The * * * * * is made of maroon colored waterproofed fibroid paper. When folded along the lines of the deporterases, it will always fit the standard sized holder. The interlocking flaps render spilling of the contents due to opening flat of the cups practically impossible. This exclusive feature enables users of sputum cups to dispense with a holder when the latter is inconvenient. Although the * * * is made of very strong heavy paper, it is easily incidented.

But the foature which interests you is the price. We have the honor to submit the following:

In lots from 100 to 1000 per 100 \$.75 In lots from 1000 to 5000 per 1000 6.00

If you desire over 5000, we will make you a special price. And, if you can give us the number you and lly use, we will be pleased to quote you and ship, at the quoted rate per 1000, such quantities, and at such times as you my specify. You will find this plan exceedingly convenient.

Read the enclosed circular and see the concentrated good of these sputum cups, and send us an estimat of your requirements so you may be intelligently quoted.

Have you our catalogue P in your files? If not, may we send you a copy?

Very truly yours,

THE KNY-SCHEERER CO.

SURGICAL AND ELECTRO-MEDICAL INSTRUMENTS
HOSPITAL AND SANITARIUM SUPPLIES
SCIENTIFIC APPARATUS

NEW YORK

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir:-

I reporte to your request a copy of ""covit l l' ipm n'" go o forward to you in to-day's r gist od r il, a d
we he that you will receive it proptly. If you do not,
plo irfor us a d we will send a du lic t.

You will notice upon examining this toor to total potterns of each style of furniture and appear to the isidlustrated and described have been carefully sold to being total of their class. You will notice to total pattern is a type and if your institution requires so thing with varies from the type illustrated, please send to us row draings giving your ideas so we may subjit a proposal to build the apparatus you desire.

In correction with our products permit us to dr w your attention to the fact that each is contracted of the materials which tile and experience have proved to be the very best, and that our skilled artisans take a just pride in producing the highest quality apparatus construct d. There is a durability and finish which all our products have that has been attempted by other manufacturers, hit will be yet to see the instance where the imitation equal distinction original.

If you contemplate purchasing any operating tables, we respectfully suggest that you particularly on the "Universal," which is illustrated on pages 10 and 11. This is the simplest operating table constructed. It is built to withstand the hardest usage, and there is no complicated mechanism to get out of order. You will notice that the top is of a new substance called Nicalloy. Nicalloy is a hard

[268]

solid tal that does not break like glass, does not stain like lite e. led iron or steel, nor will it chip lime pore linea led iron or steel. It is unaffected y any of the lineal led in the operating room, and it is a very since the took pit all ays slining with the line of fine old siler.

paratis, in a rithat we are the originary of the error our original to the first that we are the originary of the our original to the control of the error of the

If y is located where the employer to far Diein in, the is a visable, allow us to distance for the employer sold income. And port the layer attribute the income for the layer attribute the layer attribute. It has a layer attribute the layer attribute the layer attribute the layer attribute.

§**40** [269]

wool or other fibers in bulk; so is the best disinfecting medium now known.

You are undoubtedly aware of the fact that we are constantly packing and shipping goods to countries without the United State. This enables us to know how to pack our products so that they will reach their dustination in the best possible condition. We build our cases and crites so that they will stand the rough handling of lighterage in foreign ports, and it is due to this feature, as well as the superiority of our products, that the buyer in distant lands prefers The * * * * * Co's. Trade-marked goods.

grant you a special discount of * * * percent, exclusive of the packing charges which are net. This includes our delivering such hospital furniture and apparatus as you may permit us to send your institution to the steamer, thus saving you a considerable sum in trucking charges.

If you will compile a list of the articles you contemplate purchasing, and deem necessary to fully equip your institution, and send it to us, we may be able to grant you a slightly larger discount in some instances. You know that we are able to make a special net quotation upon equipment orders so, if you will send in your list, we will make such a quotation to you.

Let us hope that we will have the honor of hearing from you relative to your institution needs within the next few weeks.

Very truly yours,

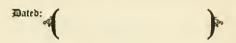
[270] §40

Martine Manufacturing Company

NO. 425 WESTERN AVENUE, BALTIMORE, MARYLAND

BET IN CLOISTER BLACK AND BOOKMAN OLOSTYLE LINEAR BORDER NO. 2 DELLA ROBBIA BORDER CHAP-BOOK QUIDONS AMERICAN TYPE FOUNDERS COMPANY

RA BARARA



68 68 68 66

Dear Sir: -

Live Industrial Plant Operators are in the habit of telling friends and acquaintances "Our factory is equipped with * * * * *.

But never in an apologetic tone, as if they were ashamed of the fact.

It's invariably said with just a little bit of pride in the voice - just as a man might tell you his car was a Packard.

Now - won't it help your business to say "We handle

* * * * * *?

Fill out and return the enclosed card for our mailing files and we will send you our Bulletin #7 with quotations.

Yours very sincerely,

CHAPMAN & RICHARDSON

Paints, Drugs, Chemicals

Plate Glass





MASON BUILDING

Boston, Mass.

BET IN EMERSON BERIES MADE BY KEYSTONE TYPE FOUNDRY

Dear Sir:-

The safest thing in the world that you could buy is reput tion.

If Ling a purchase from a manufacturer without r putation and respon ibility is like long on y wit cut security.

To dealer always feels safe in reco e ding any product of the reliable and responible on f ctu r. F erien e l to ht him to be e t ly catin t ing for which price is the silling ar int. Pri - may cone, a 1 pric -cutters my go, but the first r 'o earns and heps a favorable reputation is to one to places quality first.

It is the sa e with the dealer who wants to make or maint in a r utation -- the kind of re utati n t ti a busi s as t -- he must exercise great care in bying for he is luon by the goods he sells.

This is why the * * * * * * Co pany shalld a year c ive fir t comider tion when you are in the aut fr * * * * *. Our forms to be mork is a guarantee to every deler a d purc r. It mas to the dealer quick sls and ploud custo 13, goods noving and busin ss incre ing.

Luck of our catalog to-day and a he a or d of order for your jobber's salesman when he calls.

Yours very truly,

§42 [272]

KEYSTONE TYPE FOUNDRY

SELLING AGENTS
FOR
COTTRELL
CYLINDER PRINTING
PRESSES

MAKERS OF NICKEL-ALLOY, UNIVERSAL LINE

TYPE

Borders, Brass Rule, Leads and Sluos, Galleys, Steel Chases, Etc. Complete Printino Plant Outsitters PLATEN AND PROOP PRESSES PERPORATORS AND FOLDERS, PUNCHINO MACHINES WIRE STITCHERS

DATED AT

BET IN EMERSON TITLE MADE BY KEYSTONE TYPE FOUNDRY

Dear Sir:-

To first thing a cust or wents to be accurded in main a property. To all the sale you stoom to his.

do. The lytelling his it is all right, as a rule, wen't do. The lift to the is your conditions in a ten you will lead to lo in convincing his your sale round that conditions you.

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Yr vyty,



PETTINGELL- ANDREWS COMPANY ELECTRICAL MERCHANDISE BOSTON

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Reverend dear Sir:

Have you seen the new lighting fixtures in the Mary Immaculate of Lourdes Church, Newton Upper Falls?

They are well worth study we assure you, not merely from the standpoint of ecolesiastical interior decoration, but because they actually solve some pressing problems in church lighting.

We do not overstate the case when we say that these fixtures present an entirely new scheme in church illumination, providing inverted mantle type gas burners and Tungsten electric lamps, skilfully combined in art forms of hand-wrought iron.

You can, of course, hardly realize the harmony and effectiveness of this church's lighting scheme from a mere description. And remember that this is but one of the many ecclesiastical buildings in which, under the direction of our Mr. * * * * * we have installed new, or improved old, lighting systems.

In fact we make a specialty of studying present lighting schemes of churches, and offering, without expense or further obligation, suggestions looking at a more artistic and economical illumination. (And nowadays the influence of attractive, adequate lighting on church attendance is pretty generally recognized.)

Can we be of assistance to you also?

Very truly yours,

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NEW YORK
CHICAGO
BALTIMORE
DENVER
SAN FRANCISCO
SEATTLE

PETTINGELL-ANDREWS COMPANY

LONDON
PARIS
BERLIN
AMSTERDAM
ST. PETERSBURG
BELGRADE

ELECTRICAL · MERCHANDISE BOSTON, MASS.

To insure a prompt reply letters should be addressed to the firm

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir: -

Did you receive the copy of the Portable Lamp Catalog for the season of 1911-12, which we sent you, last October? Christmas is now near at hand, and not receiving any orders from you, we wondered if you had received it.

If you did not or have mislaid it, let us know by return mail, and we will rush another copy to you. For you will, of course, want to have your share of the trade which oan easily be developed through showing samples of the line, one or two of the lamps which appear in this catalog.

Also don't overlook the fact that this portable catalog when used in connection with our #5 Fixture Catalog and #5 Fixture Supplement will materially increase your fixture sales; and that if you have a Rebate Contract with us, all sales of portables will apply on contract to assist you in earning the maximum rebate in accordance with our established and much appreciated fixture policy.

We want to emphasize the fact that many of the lamps shown in this catalog are exclusive designs manufactured only for or by us. To assure receipt of the lamps in time for Christmas sales, it will be necessary for you to order at once.

Very truly yours,

PETTINGELL-ANDREWS COMPANY

ELECTRICAL MERCHANDISE BOSTON

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir: -

"GI'ME SOME BATTERIES, QUICK!" Cuit y u hear the s ying that? We a an all your good customers and many tra ient ones. Even o'y is returning from vacation; And all must to the advantage of the good veath r bet cen now and the closed s son for touring. GI L 1. ALL * * * * * BITTERIES! The they will be S "Is"I"D be use--You can tos sorly YCUR custo ers from fr h tarr ls at all ti es --As a fre h carload of * * * * * battories re ches o'r var Louse every Mo.d y Lorning. Don't f rat you can buy batteries cheaper on contract--If you use to harrels or more per year. A was a ut t ttory controcts--Reat s av race from 1/4 to 1 cont per cell. S TUS TUT * * * * * O DER TO-DAY! * * * * * are alv. ys good---Ig. itors (preferable for auto obile work) --or r g lar.

Yours truly,

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PETTINGELL-ANDREWS COMPANY

ELECTRICAL MERCHANDISE BOSTON

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir: -

Having in mind the fixtures you secured here some time ago, it has occurred to us that perhaps you might like to examine a copy of our new Fortable Lamp catalog for the season of 1911-12 in advance of its general distribution.

Many of the designs are exclusive, and to be had only of us. Hence, although the illustrations have been confined to inexpensive and medium-priced sugg stions for portable lamps, yet they offer many a pleasing hint of the extent and variety of our complete line, which includes many lamps so individual and distinctive that only one of a kind are offered for sale.

Portable lamps make ideal holiday, widding, and birth-day gifts. We therefore suggest that you visit us in the near future, and see if the line of drawing ro , roading, and desk lamps on display in our Fixture St dies will not help you to solve the all ys per lexion lift proble --solve it with a minimum of bother and a maxium of satisfaction.

Sincerely,



WRIGHT-LEAVENS COMPANY

WHOLESALE

CROCKERY · CHINA · GLASSWARE



No. 54 WASHINGTON ST., NORTH

Buffalo, N. Y.

SET IN DELLA ROBBIA OCLLA ROBBIA ORNAMENT

Dear Sir:

When you bought from us last year you will remember what I said about our new German buyer, and what great things I expected of him.

He has more than made good. When I arrived in Boston last week and saw the enormous number of entirely new and striking decorations that he has brought over I at once thought of you, for I know that you will be just as enthusiastic as I am over this new line of popular price goods.

This new German buyer is an American and sponds most of his time studying the demands of the American market. He knows just what the buying public wants, and he has shown remarkable ability in his selections. The extent and variety, the delicate tintings and beautiful shapes of this new line will please you and your customers just as much as it pleases me--it is well worth waiting for.

Each year for five years I have been improving my line, always making careful selections to meet the requirements of my trade, and now that I am coming to know your wants better I am confident that this year you will say * * * * * has the best line of popular price goods you have ever seen.

I am now busy selecting samples for my Import trip and will see you as soon as I can. It will pay you to see my line before ordering, for it means greater satisfaction to you and your trade.

I am thankful for past favors and wish you a big 1912.

Yours very truly,

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Telephones: Fort Hill \ 6359

WILLIAM R. CARLSON

WHOLESALE LUMBER

Postal Telegraph Building

Boston, Mass.

SET IN MEMBERS OF THE CLEARFACE FAMILY MONOTONE BORDER

Dear Sir:-

Your reputation as a builder is made out of the same quality of materials that you put into your buildings.

The use of a good quality of lumber will establish confidence in the builder, and you know that the confidence of your patrons is the most valuable asset you can have.

Therefore quality is more important even than price-but the price must be right or you can't buy, for contracts
are usually figured in competition and every dollar counts.

And then evenness of quality, assuring you against loss from
waste, is another important consideration.

There are several features about our equipment and business methods that make it possible for us to offer you high-grade lumber at the prices usually charged for inferior qualities. Our location is one--side tracks saving in cartage. Our excellent facilities for storing and keeping in good condition is another. Then there is our financial interest in the manufacture. And by no means the least is the big volume of business that has been coming our way for years.

Visit our yards and see for yourself, or phone for one of our salesmen to call.

Yours very truly,

§**45** [279]

WILLIAM R. CARLSON

WHOLESALE LUMBER FORD BUILDING BOSTON

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir: -

There are three things that you are constantly striving to according.

First--the saving of time in sell ting and purchaling your sto. Second--getting it delivered on the sell there will be no really lide up. Third-- king sure that you got just the quality and grade that you pay for.

The central location of our yards makes it easy for you to select your stock personally if you wish. This is also an a'venta e in delivering. Our deliveries are all by auto truck and every custo er gets the best service position, for we deliver just when we say we will. All our stock is carefully sorted and graded and can be depended on to hold out in quality.

If you tell us your wants over the phose, or to on of our sales en, you are sure to get the soa that the the you would not if you were in our yards. Rematation—" Illing is a long job and the cannot afford to "let up" for an instant. We are the course of the every day and keeping the old ones by giving them the service and values they are looking for.

A request by telephone will bring our salesman.

Yours very truly,

Sherman Lumber Company

Des Moines, Joura

SET IN COMMERCIAL SCRIPT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

Is your dealer a good buyer?-- this means a lot to you.

If he makes good bargains he is pretty apt to pass them

along to you--also if he makes poor ones.

Good buying of lumber is not merely getting low prices.

It is getting the right quality, carefully sorted and graded,
at the best possible figure—with an eye always out for
economical handling. That makes it possible for a dealer to
offer big values, not merely low prices.

The buyers in our employ are all experienced judges of lumber and lumber values. We buy for cash and take advantage of all discounts. And then the large quantities we buy save us considerable on transportation costs. Every advantage we gain in our buying is an advantage to you in your buying.

Look over our stock and get our prices and you will see the advantage of buying here.

Yours very truly,

Iron, Steel, Structural Material Bolts, Nuts, Sheet Iron, Metals



Power Transmission Machinery Tool Steel, Tinplates, Wire, Etc.

ESTABLISHED IN 1870



69-83 Purchase Street
BOSTON, MASS.

SET IN CLEARFACE GOTHIC

CAST SQUARES DAINTY BORDER MELLD CUT
AMERICAN TYPE FOUNDERS COMPANY

D - - :-

Un looking over our books we were I sulto find that you for only had an account with us but regret the same has rit been very active recently.

we are e ceelingly anxious that you should incre se your busing a with us and are positive it will result to your berefit and a tisfaction.

If a ything has occurred to cause any dissatisfaction if you will be good enough to let us hear from you we will gladly do all we can to remedy the same.

The ring trade will soon open and as you will need so e good, we hope to be favored with at least a part of your valued orders.

Thanking you for your consideration, we remain,

Yours truly,

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PLUMBERS, STEAM FITTERS SUPPLIES SEAMLESS STEEL TUBING, ALL SIZES POWER TRANSMISSION MACHINERY



IRON, STEEL, STRUCTURAL SUPPLIES BOLTS, NUTS, WASHERS, TOOL STEEL TIN PLATES, SHEET IRON AND METAL

No. 69-83 PURCHASE STREET, BOSTON, MASS. Telephone, Fort Hill 400

SET IN MEMBERS OF THE CHELTENHAM FAMILY COMMERCE GRNAMENT SOSTON BRETON CAST BOUARES - CHAP-BOOK QUIDONS AMERICAN TYPE FOUNDERS COMPANY

Dated

1

Dear Sir:-

We are ple sed to find you I we in the property with so e of your brainer, which we wish to a mark your servery much appreciated: and you are in a degree of the growth and success of our business.

We are extremely desirous to in ress upon the first that the service we render is the very best that conditions cured anywhere.

We want to convince you - a d w can - t' t iness is based upon correct, prectical, however principles
and gives the highest days e of efficient and result of lard, earnest work and convint lands.

We know that your patro ge is to our stall and satisfaction. Our years of excise, will not stock and efficient or nization at yere and and the basis upon which we solicit your fut rebuilty, and the strongest possible reason why we do not it.

Yours truly,

IRON, STEEL, STRUCTURAL MATERIAL, BOLTS, NUTS, WASHERS, TOOL STEEL TINPLATES, SHEET IRON, WIRE, METALS, POWER TRANSMISSION MACHINERY

69-83 Purchase Street
BOSTON, MASS.

SET IN NEWS OOTHIO AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You may soon need some goods in our line - we need your business - is there any good reason why we cannot get to-gether and each make a dollar?

The material we carry is the very best we know how to buy - the best the market affords - to sell at various prices.

We feel so sure of the quality of our merchandise - so confident in our ability to please you - that we guarantee both the goods and your complete satisfaction.

Trusting we may be permitted to serve you often we remain.

Yours truly,

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IRON, STEEL, STRUCTURAL MATERIAL BOLTS, NUTS, WASHERS, TOOL STEEL TINPLATES, SHEET IRON, WIRE, METALS



PLUMBERS' 6' STEAM FITTERS' SUPPLIES SEAMLESS STEEL TUBING POWER TRANSMISSION MACHINERY

69-83 PURCHASE STREET, BOSTON

SET IN ABBOT OLDSTYLE WAYSIDE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

For some reason you have not recently favored us with much of your business. We wender why. You know how you feel about a case of this kind. You have a line of goods, well assorted, prices right, courteous salesman, and for no apparent reason you have received no orders from a desirable customer. Don't you begin to wonder what is wrong?

Well, that is just the way we feel about it, every reason why you should buy from us, still no business. Won't you help us out and tell us why?

You can do a nice business with us if we get together.

We can help you a great deal if you will write us, explaining why.

Yours truly,



Brown-Wales Company

Established 1870 Telephone Fort Hill 400

No. 69 Purchase Street, Boston, Mass.

BET IM CENTURY BOLO AND CENTURY BOLO ITALIC TWENTIETH CENTURY ORNAMENT CHAP-BOOK OUICONS MONOTONE BORDER AMERICAN TYPE FOUNCES COMPANY DATE (

Dear Sir:-

It is always gratifying to hear often from an old friend, d when looking through our records we are sorry to find that we have not heard from you for some time.

c. it — y be that you have not been in the market since; howev r, we feel that you will need more goods in our line soon, and we could like to ask that you bear us in mind when placing the order.

Soliciting a continuance of your future patronage, which we wish to as ure you has been appreciated in the past, and hoping to hear favorably from you soon, we are, with kind regards,

Yours truly,

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Structural Material

Telephone, Fort Hill 400

69-83 Purchase Street

Boston, Mass.

SET IN MEMBERS OF THE CHELTENHAM FAMILY INDUSTRIAL ORNAMENT - HONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Enclosed please find alphabetical list of the articles which we carry in stock.

This list is co prised entirely of materi ls of merit and our prices are consistent with good service and quality.

Your trade big desirable to us, we are this this occasion to ask you to let us quote you wen in no of a y-thing in our line.

We winh to show you that we are anxious to have your busines and vill see that your or are anxious to have your busines and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and vill see that your or are anxious to have your business and your business and your business and your business are anxious to have your business and your business are anxious to have your business and your business are anxious to have your business and your business are anxious to have your business and your business are anxious to have your business and your business are anxious to have your business and your business are anxious to have your business and your business are anxious to have your business and your business are anxious to have your business are anxious to have your business are anxious to have your business and your business are anxious to have your bus

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§46



The Van Twiller Market

Meat, Fish, Poultry, Eggs, Truck and Provisions

Situated at Junction of Broad and Pabst Sts. in Borough of Manhattan



Prompt Attention to Phone Orders

New York.

SET IN VANDEN NOUTEN
MADE BY KEYSTONE TYPE FOUNDRY

Dear Sir:-

A salt mackerel, freshened to your taste, broiled to a rich brown and served with the juice dripping from it, with melted butter, is a breakfast dish that will almost melt in your mouth.

Lobster salad is a very tempting dish. Imagine crunching into those delicious bits of crisp, fresh lobster and just getting enough of the piquancy of the dressing to fully develop the flavor. It is mighty good eating.

Fried clams, absolutely as fresh and perfect as served at any beach hotel. The clams dipped into bread crumbs and dropped in hot fat make a meal such as you seldom enjoy.

Shrimp on toast is luscious too, and you can have things for these and fifty other substantial or fancy dishes in your storeroom, always ready for an emergency. Such a selection as you can find nowhere else on earth.

We want your trial order and will send whatever you select on approval, to be paid for only in case you are pleased with what we send. We have done our part in again reminding you of what you are missing and in making it so safe and easy for you to try our products.

Why not make a selection to order now, right away, so you can begin enjoying these things immediately?

Yours very truly,

JENS C. PETERSON Architect

STATE BANK BUILDING
TRAVERSE CITY, MICHIGAN

SET IN BRANDON CLOISTER BLACK CAXTON INITIAL AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

I wrote you on May 15th, in answer to your inquiry regarding the plans of a house illustrated in the March number of * * * * *, but have not had the pleasure of an answer from you.

What is the matter that my communication did not interest you erough to get a reply as to whether or not the house meets your approval, or that I do not receive your order for the plans, specifications and details for such a nice home?

I am sure you were interested in this house and anticipated building or you would not have asked for the information. Put the fact remains that I either did not convince you of the beauty and inexpensiveness of this style of building or that the plan did not fully meet your ideas of a home. In either case I have failed in my efforts by not giving you the information you wanted or by describing a plan that does not meet your approval.

I am willing to spend considerable time and money to answer all of your questions. Will you spend two cents to answer mino?

If you wrote out of curiosity, tell me that. I will be satisfied. It is the curious people who learn and I want to know why I have failed to interest you.

The definite promise of service that goes with my plans and specifications is a prestigo-building power and will be a money saver for you.

I onclose a return envelope for your reply and remain,

Yours very truly,



Browning, King & Co.





No. 16 COOPER SQUARE

New York

SET IN OLDISTER BLACK AND NEW CASLON MERCANTILE BORDER WAYSIDE ORMAMENTS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

Your name has not appeared on our books for so time.

If there is a particular reason for this, we'd lime to be ow what it is; especially if it involves any criticis of our merchandise or our methods in the past.

It is a fixed principle with * * * * * * * Company to hold your money on deposit for you until every that action is satisfactory. All we ask is the privilege of righting anything that goes wrong in this store. If you will be good enough to give us that opportunity, we will so that you get the best possible service as well as the best possible rechand so here.

Why not enjoy the convenience of a charge account?

Very truly yours,

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Browning, King & Company

Makers and Retailers of Men's, Boys' and Children's Clothing · Uniforms and Liveries · Haberdashery · Hats

> 16 Cooper Square Dew Tork

SET IN CLOISTER BLACK MISSAL INITIALS AMERICAN TYPE FOUNDERS COMPANY

Dear Madam:

We don't know of a more interesting store than this for the Mothers of Boys, and we want you to know it butter than you do.

While economy of cost is a prime con in ration both with you and with us, we do not prritor 1 to lose sign to fit e attractiveness of style ad proper fit in the ing cloting for Children.

We don't knew of any other hou that we have he ily struck the enact balance but no at a by other to rand this cloth; to t.

It will be a great rluur to 1 vy t v h ve dene for the little fello if y u ill giv u t retuity.

V ry t y y ur,

§49 . [291]

Established Over One Tundred Bears

B. H. Gladding Dry Goods Company Providence, Rhode Island

SET IN ENGRAVERS OLD ENGLISH AND BLAIR

Dear Madam: -

In inviting you to our Annual Linen Sale, beginning

Monday, January 1st, may I call your attention to the fact

that Fine Table Linens have been steadily advancing in price
abroad for five or six years? Whatever the cause, all Linen

Experts are agreed that there will be no immediate reductions
but very probably further advances.

By placing heavy orders for this Sale last Spring, we can now offer you fine linens at savings of 10 to 20 per cent from present prices for the same grades.

As these orders were heavier than ever before, in order to provide for our continually increasing business, the range and variety of our offerings are proportionately greater.

Hoping to have the pleasure of your attendance at this Sale. I remain

Respectfully yours,

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Established Over One Hundred Years

B. H. Gladding Dry Goods Company

Providence, Rhode Island

SET IN NEW CASLON AND NEW CASLON ITALIC

Dear Madam: -

You are invited to attend a Private Sale of the stock of our Lingerie Shop, which was damaged by fire on the night of December 7th. This Sale will be held in the Hall and Parlors of the Trocadero, commencing Tuesday, January 1st, at 10 A.M. and continuing the remainder of the week. Entrance may be had either thru our Art Department or from Mathewson Street.

The stock, consisting of high-class French and Domestic Underwear, Corsets and accessories of all kinds, Infants' Wear of every description, Silk Petticoats, etc., was only partially damaged by smoke and water; in fact, most of it is in absolutely perfect condition. However, as we desire to open our New Lingerie Department with complete assort ents of new goods, we have decided to close out everything that was in the Lingerie Shop at the time of the fire at greatly reduced prices.

We send you this special notice as we feel that our regular customers should have the opportunity to secure first choice of the bargains offered at such an unusual sale as this.

Hoping that you will be able to attend, we remain

Yours very truly,

P.S. We also wish to notify you that our annual January White Sale of Linens, W sh Goods and Embroideries and our Clearance Sale of Suits and Garments will commence at the same time--Tuesday, January 1st.

Dept.

Manufacturing

Clothiers and Outfitters Shuman Corner

Telephone Oxford 1680

AMERICAN TYPE FOUNDERS COMPANY

Boston,

Dear Sir: -

We are for rding you, with or coplimats, a coy of "New 7 las" c i d y Garante. It i ner dingly int e ti and instruction but blild or the purpose of brin 'g into great r pr incree this set n of the country in which e liv , a.d making us belt r acq inted with its re rhalle re ources. It will be a v lu le addition to the reference library of your school, and shall be pleased if you will acc pt the book for this purpose.

A peru al of its pages ill bring the relication that New England is not decadent as so e would how us b lieve, but rather that her future is a question of en and resources, and New England has both.

Our population is incressing at rather more than the normal rate and the alien influx is being steadily molded into better citizenship.

Manufacturing has lorg been New Ergland's strong old, and the ir s nt outlook is very bright for a continuation and extension of this is ort t branch of her industries. The \$9.0 ,000 a propri tion for the d velop at of e Port of Boston, is a step of untold value toward the uphuilding of Boston and all New England, by providing better facilities

for commence d the part not only of our own manufactures and product, but the of the control we take

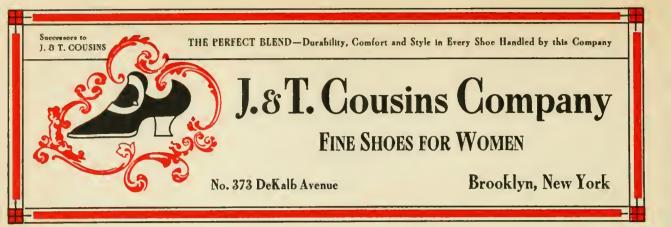
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the mut contact ty of the sorth of our control that has ever bout the sorth of the

We llb gldt hrt't th borr 9 you safl, al yu ri,

Your for a lad,

§51 [295]



Dated 7

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LET IN SEWICK ROMAN

RADE CUT QUAGRUPLE CAST SQUARES CHAP-SOOK QUICONS

WERICAN TYPE FOUNDERS COMPANY

DEAR MADAM:

Your artistic sense and your knowledge of the fitness of things, have often been sorely tried, we are sure, in your search for the beautiful and appropriate in wearing apparel. Not the least of your trials has been the difficulty of finding a shoe that is at once stylish and durable, and one that FITS THE FOOT. Unless a shoe is very carefully made, so that its lines fit naturally into the lines of the foot, the wearer will have no comfort.

The reputation of the * * * * * Shoe is the logical result of more than sixty years of patient, skilled workmanship, and most careful selection of material. People seem to consider our shoes a worthy embodiment of New York culture and refinement. We hope the compliment is merited, for we make shoes as well as we know how. Yet we don't make them quite as well as we would like to, for our ideal seems to keep a little ahead of us all the time.

Very truly yours,

[296] §52

MENTER & ROSENBLOOM COMPANY

Men's and Women's Clothing

General Offices: 600 COX BUILDING

Rochester, N.Y.

BET IN BOOKMAN OLOSTYLE AND BOOKMAN ITALIC

Mrs. Thrifty Housekeeper, Dear Madam:-

As a woran of intelligence, economy and judgment, who believes in laving many and getting the best that money can buy, we make a special app al to you at this time.

High cost of living is the worrisome problem of the hour.

Every man and woman is confronted by higher prices for food, rent and oth r necessities.

Why not save in y on your clothes? We will help you to do it. If you give us the charge we will be only too glad to show how well we can do it.

This letter is a cordial invitation for you to do a little inviting of your own. Your on interests prompt you to make this i we tigation as soon as possible.

You will first of all that we are alw ys working in co-operation with you and that we can bring you the best results in only slving.

This s ving c n be mole by you without a sacrifice of either style or quality. It put only the best materials into our clothing and guarantee co-plete satisfaction to custom rs.

The credit account which we allow you is the greatest convenince in runh in , but it do not aid a punny to the cost of your cloth s. You pay creetly one price hether you buy for ca h or credit here. All prices are plainly marked on goods.

An hil are soling this cordial invitation to come and train his, we also show a diller chief of for its full for valuating year first mechanisms out to 10 or over. You is it as emicial o ject for you to come and on an account right as y.

No tter what your occupation by bo this offer is too important to pass up. Compared in and talk it over with us.

Respectfully yours,

Samuel Heymann Company Oshkosh, Wisconsin

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear 1 do :-

or and the true of you in the interests of our burners and the type of all to grant our request for aid.

jud of a line of remience have a decurred jud of a line in the line of current we expected there may be no faults there.

Put our emerience teaches us best to judge of the thir totallict the dominate of the gar at a ditt worth, and it is not on this phase that we want your help.

Years and one or two styles were definitely settled upon as _ "hing," but to ye there are dizens of different odes that are equally fullionable.

Tre the most desirable of these modes we have selected a sail least gall to a least to a least to a least of the first selected to this particular locality.

Wet we want is first hard information, and as you have been a little for sole tile and are in a polition to know the cf the wolln of this section, we have taken the littly of making this request.

You may be sure we will appreciate your efforts in our behalf s d trust that we may have the pleasure of seeing you here this week.

Very truly yours,

[298]

John Harrington & Co. Julianists

439 LAFAYETTE STREET BUFFALO, N.Y.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Madam: -

Do you want to make this Holiday Season even more enjoyable than the last?

Nothing will more surely aid to your arl your frie.ds' enjoy ent of this festive occasion than flowers.

There is hardly anything more pleasing to the eye than a vase of rich cut flowers: Roses--Carnations--Poinsettias, or

Several potted plants: Azaleas--Begonias, or a showy Ciclonem or two.

And so I might go on reciting: S.set Peas, Violets, Lilies of-the-Vally, et cetera. But--what is far batter-come in and see the actual flowers and plants yourself. See for yeurself what an elaborate assort ent is here.

I know you'll enjoy every minute while here, as I shall be pleased to explain everything in detail: the different varieties—their peculiarities—their bloom lnc-- we yething, and you'll be und r no obligation to me what ver.

Why not include FLOTTRS in year list of Gifts this year? They'll be appreciated as much--and more--thin anything you could give.

Very truly yours,

§55 [299]

Achuman Tailoring Company

"Clothes of Quality"



Brooklyn, N. y.

SET IN INLAND COPPERPLATE AND TYPO GOTHIC COLLINS FLORET

Dear Sir:-

No two men are alike.

You have individual requirements in dress. You want clothing that will add to your appearance, not detract from it. Here is where tailoring skill comes in.

The designing in our shops is under the personal direction of a member of the firm, who devotes all his time and energy to this work. He has an enviable reputation for producing clothing of rare distinction.

Making--not selling--clothing is our business. If a garment is made right it sells itself. If we make you one suit you are sure to come to us when you want another.

If you desire to have the best there is, come in and see us.

Yours very truly,

[300]

Shuman & Company

Exclusive Men's Cailors

102 SUMMER STREET
Denver, Colorado

SET IN INLAND COPPERPLATE AND LIGHT COPPERPLATE COTHIC LITHOTONE BRASS RULE AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

"Between Hay and Grass" is the time between crops and profit. Years ago, in my business, it meant a lot of old-style left-over goods to be worked off.

To-day it does not.

Right now I have a new line of cloths for good dressers who did not buy what they wanted when the season opened.

These cloths care to me bet een the time of my first runh of fall work and the time of buying in for the spring business.

A permanent and profitable business is what I desire to create and maintain. To do this I first have the goods that up-to-date dre sers wint, I do good work and get it out proptly, and furth r thin that, I realize that all in do not buy their cloths on any given date and buy my stock accordingly.

Call and se od ring your lunch hour to-d y and let

Yours v ry truly,



Dated 4

1

SET IN CLOISTER BLACK AND NEW CASLON
CENTURY BORDER STRATHMORE OFNANENT CHAP-BOOK DUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

Correct clothes are not so much a matter of price, as "brai.s" in the making.

Any artist can daub paint, but the Rembrandts and Raphaels are scarce. It took "brains" to paint the "Hona Lisa."

That's the way it is in clothes making.

We put as much "grey matter" into the making of your clothes as the watch-maker into making his finest watches-the star larger into his pleas.

And it is not only in the <u>making</u> that "brains" play a conspictous part, but in the selection of materials as well: cloth, tri irgs, buttons, etc., -- all must harmonize.

Come in and let us show you our line. We know you'll like it, bookse-being particular ourselves--we know just what will please the particular man. This means no obligation on your part whatever.

Will your next suit of clothes or overcoat be a

Yours very truly,

[302]

Albert L. Sprague Custom Tailor

18 Franklin Street, Seattle, Washington

SET IN TYPO SHADED

Dear Sir:-

YCJ rerot iv nus a challe to slow your' related to the line is line.

Why?

It court is you are ret interest interest into an interest of a rest of a re

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Coeinadlt's gt c' '...d , y.

Co e in l' /.

V ry traly y ars.

§56 [303]

Frank C. Rendy & Company

High Class Custom Tailors

Central Crust Building

Milwaukee, Mis.

SET IN INLAND COPPERPLATE
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Have you ever worn a really ill-fitting suit of clothes?

If you have, you are the very man who will appreciate

* * * * * * * Clothes.

Fit is the first essential in clothing and unless the collar "hugs" the neck snugly--unless the trousers have the proper "hang" to them--you will not be comfortable.

* * * * * * Clothes are "built" on you--not simply for you. The "Great Law of Average" is applied to lots of things, but not to the making of * * * * * * Clothes.

No two figures are alike. Some have one peculiarity-some another. Consequently, clothes "built" for one will not "fit" the other. All the little details are taken into consideration in the making of * * * * * * Clothes.

* * * * * * Clothes are made to "fit" right--to "look" right-- to "wear" right, and you'll know what good clothes service means when you wear * * * * * * Clothes.

Will you give us a chance to "prove up"?

Very truly yours.

[304]

George H. Carlton Tailor

Pearson Building, 418 De Kalb avec

Cleveland, Ohio

BET IN TYPO UPRIGHT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir; -

Like a Muscovy Duck in an April shower--that's the way you want a raincoat to shed the rain.

You want it light, and have a smart, dressy appearance, too. Something you can easily carry on your arm, or slip into your traveling bag--that will save you a wetting when it rains, and isn't a nuisance when it don't.

In no other kind of clothing is there such a noticeable difference between made to order and ready made as in raincoats that have been worn a little while.

It is such a thin, flimsy, partly unlined thing that it needs all the art of a skilled and careful tailor to make it retain its shape and smart, full, blooky appearance after much rainy weather and wear.

If you don't already possess a raincoat, or if the one you have is not satisfactory, it will pay you to have a raincoat talk with us now--before it rains again.

Yours very truly,

§56 [305]

MYERS & SULLIVAN

CUSTOM TAILORS

DS GATERAVENUE ERIE, PA.

SET IN ENGRAVERS SHADED INLAND BORDER NO. 641

Dear Sir .-

What are the spring suits to be--especially for Easter wear? That's the clothing question of the hour.

The correct answer is found in the fine assort ont of seasonable materials we are dis_laying--some imported--all of them excellent. Any one of them will make a splendid suit, for they have been chosen to conform to the several radical changes that have just appeared.

Besides these brand new patterns, we have replenished our assortment of standard cloths, therefore we are propared to meet the requirements of all our customers.

Those who order their spring suits of us now secure the broadest selection without harry or rush; a double assurance of our standard excellence of workmanship.

Co e in to-day and examine these new spring offerings-bring alo g a friend, too, if you can.

Yours very truly,

[306]

G. E. Peabody & Company

Custom Tailors

NATIONAL BANK BUILDING, 216 SOUTH STREET

Detroit, Michigan

SET IN TYPO SHADED AND TYPO GOTHIC LITHOTONE BRASS RULE

Dear Sir:-

You will wake up some brisk morning before long, shivering--for the frost king is on hand with advance information that winter will arrive here on schedule time, if not a little earlier than usual.

A moment's thought will convince you that now is the time you ought to order that new overcoat for the winter.

There's warm satisfaction in knowing that you are suitably dressed at a time when many other men are sending hurry orders to their tailers.

We have an assortment of the season's leaders, as well as all the standard cloths--all selected by us from the leading manufacturers.

You should regard coming here to-day and selecting your winter overcoat a matter of the same importance as the keeping of a business engagement -- it means a saving of time, worry, and money later on.

Yours very truly,

G. E. Peabody & Company

Custom Tailors

National Bank Building, 216 South Street Detroit, Michigan

BET IN PARRY OLDSTYLE AND PARRY ITALIC

Dear Sir:-

There are many times in a man's life when he is anxious to appear at his very best.

At such times his first need is an expert tailor--for the first impression is made by outward appearance. If his clothes are right the way is clear for him to make good.

Unless the fit is right in every particular--unless the collar hugs the neck as it should--unless the trousers hang right--the proper balance of a man's individuality is lost.

It all depends on the ability of the tailor. Our customers tell us that the clothes we make for them feel easy-right-on all occasions; something they can't secure from other tailors.

This is because we have made a study of fitting the clothes to the man to suit his personality, and this is why we can serve you to advantage.

Yours very truly,

[308]



THE PARKFIELDS INN

HEADQUARTERS FOR AUTOMOBILE PARTIES



First-Class Cuisine and Service

Parkfields, N. J.

SET IN BEWICK ROMAN PANEL BORDER VERSATILE ORNAMENT

Dear Sir:-

When you take a run, run over to Parkfields. All roads leading to Parkfields are excellent roads, leading through charming scenery; and Parkfields, when you get there is a delightful town, full of attractions.

One of the most attractive places in Parkfields, to the motorist, is the Parkfields Inn.

You may run a thousand miles and not strike its equal for good cheer, good food, good service and all the delicacies, substantials and luxuries that appeal to the motorist who knows what's what.

Come to Parkfields, come to the Parkfields Inn. The glad hand for you and refection and refreshments that touch the spot add to the sum of your day's delights. Every seasonable delicacy from every olime; the best of sea foods.

The Parkfields Inn is open all day Sunday and Sunday evening, with a menu a la carte to please every taste.

We promise to make good, and we do it too.

Yours very truly,



The Vendome News Stand



Boston, Mass.

SET IN CLOISTER BLACK AND NEW CASLON AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You wish to get your morning and evening papers promptly and regularly every day.

It is extremely annoying not to be able to get your favorite paper at the time when you are accustomed to read it. If it is late, you haven't the time to look it over as carefully as you would like. And you want to have it delivered in a manner that will cause you no personal inconvenience.

We are the only news dealers having a stand in this locality, and we give especial attention to the delivery of newspapers at residences. If you want careful and courteous service ---- if you want your papers delivered promptly every day ---- then you want just what we are here to give.

We shall appreciate a trial of cur service and shall make every possible effort to please you.

Very truly yours,

[310] §58



SET IN CHAUCER TEXT 12 POINT BRASS RULE NO. 18212 AMERICAN TYPE FOUNDERS COMPANY

> Vendome Hotel Boston, Mass.

Dear Sir:-

By special arrange int with the delivery company we now receive our new papers carlier than heretofore.

We have all ys end evered to obtain every possible advantage for our custo ers, and we believe this new delivery service will be a reciated. Our whole attention is given to this district, where we are located, and we make prompt and regular deliveries morning and evening.

We make every effort possible to merit the confidence of our patrons, and if you desire reliable service, with the additional adventers of receiving year papers earlier, we shall be pleased to add you to our already large list of newspaper custo ers.

Telephone us to call and arrange for delivery of your parers.

Very truly yours,

§**58** [311]



SET IN CHELTENHAN OLOSTYLE CONDENSED AND CHELTENHAM ITALIC ART-TILES AND OUTLINE ART-TILES STRATHMORE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You will have to wait a few days.

It makes no difference how anxious you are to get the next installment or special feature that interests you in the magazine you have subscribed for--you must wait.

It has been on the news-stands two or three days--it always is, before you get your copy. You have paid your money in advance and you feel that you ought to get it as soon as any one.

The news-stand editions of all the magazines are always out a few days in advance of subscribers' copies by mail.

But place your subscriptions with us and we give you the news-stand edition the minute they're out, and at lowest club rates.

Let us give you the rates so you can make up a list of what you wish, and begin receiving them at once.

Yours very truly,

[312] §58





SPECIAL ATTENTION TO CARE AND RENTAL OF PROPERTY

52 ASYLUM STREET
HARTFORD, CONN

SET IN MEMBERS OF THE COPPERPLATE GOTHIC FAMILY

Dear Sir:-

The open air -- the fields -- the hills -- the woods!

The call is in us. Every fibre of the body of man, woman, and child craves the open air. All out-door Nature calls to the Nature that is in us.

This desire is often a difficult one to satisfy, but here is an easy way to do it.

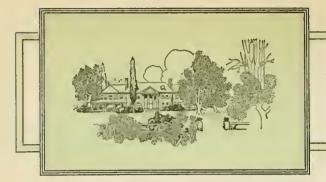
Make Parkfields your summer home. Here Nature has been lavish with her beauties and attractions, and it's just the place for a cottage or bungalow.

There are many lots to select from, and for a small outlay you can secure one, erect a neat cottage or bungalow, and have a cool retreat all summer and every summer-one where you can live for less than the usual cost of living at home.

Parkfields meets all the requirements for health,
pleasure and recreation. It is attractive and desirable in
every way--high elevation, cool air, pure water, woods!

Shall we show you plans and take you out to see the lots?

Yours very truly,



BENNETT & MORRISON Real Estate

Special Attention to Care and Rental of Property

SET IN PAGST OLOSTYLE AND PAGST ITALIG RENAISSANCE ORNAMENT

Number 52 Asylum Street
HARTFORD, CONN.

Poor Mir: -

t. 't 's the cure invot t in the world--

Provided the standard of the standard of the standard sta

It is our bliness to rent property and it so as three three transfer is possible for the conserve try for your for the formal formal for the profits.

Printing is a boliess that the lar d and it to of exprise to be not to learn it to make y. We have that the tarty years and have a send in king of parties py bigger at compare to the large to he you just have an interest to be de.

n appointment on the enclosed card and talk it over with us.

Yours very truly,

[314]

BENNETT & MORRISON

REAL ESTATE

SPECIAL ATTENTION TO CARE AND RENTAL OF PROPERTY

52 ASYLUM STREET
HARTFORD, CONN.

SET IN ENGRAVERS SHADED AND CARD MERCANTILE

Dear Sir:-

What would you do in a case like this?

A widow o sa property--to be e t, to rt t houses, rent dout to failies. A party rating are of the flats and paying regularly, suit ally fell behind in their rent. Ten we swent by, and no or ywsfit ing. The owner did not want to turn the ten at out for t to uld mean a catain los, neith radid she want to risk loing more mon y. She cale to us.

This is what we did.

We not only kept her teant, but got all the your and but rute nuthat, kept the god feli but nuboth prices.

That kind of management a.es the resting of progrey profit ble, and that is the kind of such such as

Property retire is a buing with not it.

it in det il. Our equipant and failities of t. We take the cure that will result in retain to the of our clists.

Yours very truly,

The Chambers-Sanderson Company



Telephone: 24-M

Vendome Building. Sandusky, Ohio.

SET IN WASHINGTON TEXT
MADE BY KEYSTONE TYPE FOUNDRY

Dear Sir:

If your watch goes out of commission while you are away this sumer, just pack it in a cigar box filled with newspaper, and express to us (or registered mail) and it will receive our prompt attention. This method of transportation is perfectly safe, and it is much better to have your watch handled by experts.

If you desire it, we will send a watch for you to use by return express.

We do only the very best work, and our prices are reasonable.

We want to take care of your watch, and we will guarantee satisfactory results.

Respectfully yours,

[316] §60

DE LUX COMPANY

MANUFACTURERS OF THE LUXURIOUS, UNSURPASSED

DE LUX



MOTORS



CITY SQUARE,
BALTIMORE

SET IN CASLON TITLE EXTENDED SERIES MADE BY KEYSTONE TYPE FOUNDRY

Dear Sir:-

Bucause of the growth of our business in * * * * * * Motor Cars to its present very large proportions, we have determined it will be for the best interest of our customers that we consentrate our resources and efforts exclusively on the * * * * * line.

The situation in this respect is one which you can doubtle redily appreciate. We are ritin, hower, to assure you, as one of our custoers, that this charge in policy does not in any way i ply any lessering of our iterest in you and your car. We look upon you as our out in, and fill the tour relations with and oblight is to you re in now hour alone by this charge. We work you to it is that you by fend upon the see consider that it is a single poor, do sure you that our still for plant and one lization will always be at your despited.

We also consider it likely that you will it in the lift * * * * * * as it endies the root of the motor or subject, do not intermed in showing to or to yours lf or your first any time.

If you have nor vist dour Sorvice of to the the and the the term of the solution of the soluti

The ring you for your past foors, and that they have a last not received, we rear,

Yours very truly,

Smith Patterson Company

MANUFACTURERS, IMPORTERS AND JOBBERS IN

Diamonds · Matches · Jewelry · Silverware

52-56 SUMMER STREET

Woston

SET IN INLAND COPPERPLATE AND LIGHT COPPERPLATE OOTHIC LITHOTONE BRASS RULE AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

In looking over our books we find that your w tch has not a en here for cleaning for twenty-three months.

E-ry watch should be cleared and freshly oiled as often as o.c. in every eighteen months.

A watch is a very delicate piece of machinery - the bala ce wheel makes 300 beats or vibrations each mi ute, or 18, 0 beats per heur; there is less than one drop of oil used in oiling it, and when this oil is exposed to the atmachinera and recessary year for a period of from thelve to eliminate the proof of the proo

Fig you will favor us with the work,
Yours very truly,

[318]

§62

GREAT WESTERN AUTOMOBILE COMPANY

SALESTOOMS
928-30 EAST BROAD AVENUE
TELEPHONE CONNECTION

HARRY BURTMAN, PRESIDENT



MAKERS OF THE
KENTON CAR

LARGEST AUTOMOBILE PLANT
IN THE WORLD



CABLE ADDRESS, "KEYSTONE"
POSTAL TELEGRAPH AND WESTERN

NOS. 472-476 SPRING GARDEN TERRACE

SEAFORD, WYOMING

SET IN WHITTIER BOLD SERIES MADE BY KEYSTONE TYPE FOUNDRY

Dear Sir:

Your auto obile is ore valuable than your atc. A yet you ould not the of givin your atch into the or o a localith. Do not store your otor car with a time.

in the busines long r to nony firm in the city.

We gar the rain factio; your car ally llcl, , brands brint, rally for the road. Frice results.

Ask our cu to rs.

V ry truly y urs,

§**63** [319]

Cluett-Jackson Shoe Company George H. Cluett Walter A. Jackson Mon and Women's College Company

Paterson's Leading Shoe Store

Men and Women's High Grade

216 Broadway

Paterson, N. J.

SET IN MEMBERS OF THE SOCONS FAMILY STALIAN BORDER

Dear ada .: -

Cinderella was not the only nor the last of her sex to win by a pretty foot. It's being done every day.

A beautiful, well-snod foot appeals just as forcefully to-dry in the time of Chader Mar. The Prince knew what he was about when he chose the girl who wore trim, pretty foother. He had that he would rake him a good wife. And if he had been about to a stipulated to the snew ear them.

Have you ever pictured in your mind's eyo the style of shoe you and it is do the very you and a it to look on your foot, and this do find the one to fit the picture? I've done it are to the dall r's and ask a to the original shoes, they laws fell for short of the picture. It is ed as if the shoes were all made for some other shaped foot.

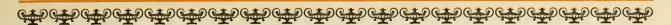
Since I have known about * * * * * shoes, I know what it is to war a boot of lavely lines, one that conforms to my foot, yet has the same y, correct style which so appeals to a probability of high makes it a plua ure to appear in the newest walking costume, with short, scant skirt.

There's a last in every style to fit your foot, and a style in every last to fit your individuality. They have that made-to-order look, too.

Yours very sincerely,

For THE * * * * * COMPANY

[320] §64



CARRINGTON & COMPANY

THE FAMILY SHOE STORE

QUALITY POOTWEAR FOR DISCRIMINATING PEOPLE LOW YAMP SHOES FOR THEATRICAL PURPOSES

580 SOUTH STREET

MEMPHIS. TENN.

SET IN COPPERPLATE GOTHIC AND HEAVY COPPERPLATE OGTHIC ITALIAN BANGS AMERICAN TYPE FOUNDERS COMPANY

Dear Madam: -

There's a cheery little pair of * * * * * valling boots waiting for you at the dealer's-- de for you, to our to te and your style; just the thing to wear with that to t, now trotteur gown you've had sent home.

You'll love them when you see the; they have the tay the look you've been thinking about for that purpower mannish, but nothing lacking in grace and dainth and real that. As Rebecca would say, they seem to be shritting to for you to come and buy them.

When you lock over the walking boots, you will be so plead that the speathetic sales an will how you of the dress models, and then you will be lost for the shoe for every occasion, and positively the best for that occasion, * * * * * *, every one of them.

Besides, here is a secret I had 't fold you if r:
The * * * * * are so u buil of by r...

you not no longer feel to thorrible of the conscience that you have trul to declar to the conscience that you have trul to declar to the conscience of the conscience that you have trul to declar to the conscience of the conscience that you have trul to declar to the conscience of the conscience that you have trul to declar to the conscience of the cons

STYLE, COUNTY, NOTRATE PROS! You'll but to sof your ost fastidious friends.

DO go and look at those walking boots.

Yours very sinc r ly,

§**64** [321]

GILBERT & SHERMAN

Dealers in Shoes for Men and Women

50 State Street
Minneapolis, Minn.

SET IN PABST OLDSTYLE AND PABST ITALIC

Dar ir:-

As I have not had the plea ure of store I tly, which may be due either to the first true have not been in, or that I as e.g. diving a process to that persus you have not long that I and winter lines.

In all y any years in the shoe b sin I h r handl d such an attractive line of sho s a t f ll winter styl s of the * * * * * *. The l ts are to y good, and to y will be sure to a peal to y are to .

very riculler, and as I know that they recommended as that they recommended as the fill how recommended as the fil

Very respectfully,

[322]



GEORGE B. DOWNES

Superior Service Guaranteed to Customers

DEALER IN MEN'S AND WOMEN'S

Leading Shoe Store in St. Louis

High Grade Shoes

CORNER STATE STREET AND BROADWAY, ST. LOUIS, MISSOURI



SET IN PABST OLOSTYLE AND PABST ITALIC STRATHMORE ORNAMENTS
OBLIA ROBBIA BORDER CMAP-BOOK QUIDONS INLAND BORDER NOS. 641 AND 1241
AMERICAN TYPE FOUNDERS COMPANY

Dated 7

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D ar :-

Am ri a lead th r d in rti t'r, c r t akin , a d t nov le f * * * * * * , l rica

Tis 1 1 or of * * * * * * o i o o it inthonia t. We have the time the there is a feet alh tt i iti l'. n'd L r can say he is going to beg or smilling and improving the * * * * Lan nu 1 ---- '. '-- io- ill vent a pair just to see his allegation bor Ini see long.

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You start out to conside them.

Course many millionessitt.

§64 [323]

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON



GENERAL OFFICES: No. 39 BOYLSTON STREET

ADDRESS ALL COMMUNICATIONS AND COMPLAINTS TO THIS OFFICE



WE ARE PREPARED TO FURNISH INFORMATION AND SUGGESTIONS RELATIVE TO THE INSTALLATION OF ELECTRICITY

SET IN BULFINCH OLOSTYLE TWENTIETH CENTURY ORNAMENTS

Boston, Mass.

D ar Sir:-

I he pe you will not think I am encroaching undury upon year time if I call the following matter to your attention.

We it you been brought to your notice that the price of electricity throughout this Company's entire territory is to be reduced this morning from 11 cents to 10 cents per kill thour, --a drop of nearly ten per cent?

Have you say fault to fird with the Edizon service?

Is there a ything I, personally, can do, or this Comy

condo, to increase our service-to satisfy you better?

I could esteem it a privilege to hear your criticism on your lattice surply, or your criticism of any representative of this largery. The property of this largery is a property of the surple of the

I recloting a stand address dendlors for your called a leastly solicit an expression of your constitutions, or any halpful advice to the end that the decrease ay, if possible, be improved, or that year all tions with our end year year year and more pleasant.

Yours very truly,

[324]

JOHN FENNELL IMPORTER 175 DEVONSHIRE ST., AND 136 ARCH ST., BOSTON, MASS.

SET IN LIGHT PLATE GOTHIC SERIES SARNHART BROTHERS & SPINDLER TYPE FOUNDERS

Dear Sir: -

The idea that about this time you will be making your purchases of wines and liquors for the holidays prout be to send you the enclosed special price list.

During the holidays, of all times, you want the best there is--for "Christmas comes but once a year." This is a time when you want to offer your old friends a tast of hospitality that has the flavor of real good fellowship. There is something about a sparkling beverage that come to friends and makes for real good cheer and merriment.

For over forty years I have been supplying the best families in New England with choice wines and liquors, and the big business I have built up is due to per and I obtain of all my goods. I know just what New E of and proble want and have prepared this special list to include that brands of high quality, and the prices are special for the holidays.

A bottle of choice wine is always appreciated as a lift, and I suggest that you include in your order a few bottles to remember your friends with.

Pick out what you want from the list and send your order as soon as you possibly can--don't wait.

Yours very truly,

§**66** [325]

Baird North Company

Gold and Silversmiths Providence, R. J.

SET IN CASLON TEXT COLLINS FLORET

Dear . ir:-

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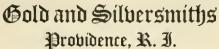
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Yours very truly,

[326] §67



Baird North Company





SET IN CLOISTER BLACK VERSATILE ORNAMENTS ART-TILE TINT FORMERS

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§**67** [327]

THE WALDRON PIANO COMPANY

MAKERS OF THE

WALDRON

High Grade Pianos and Piano Players

FURNITURE EXHIBITION BUILDING

1411 MICHIGAN AVENUE, CHICAGO

BET IN LITHO ROMAN, LITHO BOLD AND BLAIR AMERICAN TYPE FOUNDERS COMPANY

Ur Sir:-

Your right for the * * * * * PIANO BOOK has no red d, it is a late of the care of the care

The property of our private is of the very him st character. It is a highly comed dry the result of the literature of th

We salt you to compare the * * * * * with any other pi no. How your frields see it and play on it. If it do not cold unto your end of in every repot, if you not the money by available you have sived one-like of our viole-like the price, seed not that you to keep the pilo. You we turn it a downwill pay all expines. You are not user the least oblication to buy hen you accept our TATELICAL - ALL E-TRIAL-OF LR. We wint you to first feel that the * * * * * Piano is an instrument of the him tertistic quality and that it is all and more than we called for it.

We are absolutely responsible, and do exactly as we proble. In proof of our assertion, refer you to 1 tters from to of the largest banks in Chicago, printed on page telve of our catalogue.

[328] §68

Our terms are the most liberal ever made upon a piano of conceded artistic sur riority. For any your the * * * piano, like all other high grade instruction, was all through jobbers, dealers and agents who all ys made large profits on each piano they sold. But now we no longer do business with these middle en. We do a to you direct and absolutely save you the profits that formally that to the dealers' pockets. The our pianos are now sold Down the COR FACTORY TO YOUR HOW and at a price jest our rior the cost of material and workmanship to which is add door one small profit.

When the piano is placed in your home, you are priviled to test it for thirty days before you are and to decide to keep it. If you select stale 1 at 107.70 to terms are 5.00 per month; on style 2 at 10.00, the terms are 7.00 per month; on style 3 at 10.00, the terms are \$10.00 per month. Should you select the * * * * * * * \$31f-Placing Plano at 177.00, the terms are 15.00 month. WE DO INTEREST, AND there are no extras of any kind for which we ask you to pay.

Many a home is without a piano simply because the retail dealer charges too much for a him-ynd internal like the * * * * * but our plan of a ling DIRIT THE FACTORY TO THE FO'S, puts the artistic * * * * * Piano within reach of all. Here is your opportunity of production a piano that carries with it a reput tion for all and durability, an instrument that has stood too too too my years and is backed by a bond and guarantee for ton y ars.

§68 [329]

By means of our catalog, you can select the piano you want just as though the pianos were actually before you, for the ill strations are colored photographs, and the exact reproductions of the pianos themselves.

There will be no agents and collectors to bother you. If you purchase the piano after a month's free trial, you may simply remit us the payments by mail each month until the volume you price is completely paid. YOU WILL HAVE NO IN 17 TO PAY. Other firms do charge interest on time payments, and this increases the cost of a piano from \$30.00 to \$50.00, depending upon the price and the length of time required in which to pay for it.

Fill out one of the order blanks sent with our piano book, send it to us, and we will ship you any piano you may select on thirty days' free trial right in your own home. It will cost you NOTHING FOR EXAMINATION.

If you are in a position to send CASH WITH ORDER, we will allow you the benefit of our \$15.00 reduction. By serding the full amount you need not consider the sale as binding until the expiration of thirty days, at which time, if you are not delighted with the piano, you may return it, and we will send you a check for the money you have sent us, and we will pay the freight charges both ways.

Thanking you very kindly for your inquiry, hoping we may have the pleasure of hearing from you by return mail with your order, and assuring you that same will receive our most careful and prompt attention, we remain,

Very sincerely yours,

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THE WALDRON PIANO COMPANY

Makers of the WALDRON High Grade Pianos

1411 Michigan Avenue CHICAGO, ILL.

BET IN FRANKLIN ROMAN BERIES BARNHART BROTHERS & SPINDLER, TYPE FOUNDERS.

Dear Sir:-

It occurs nore often than one would suppose that the * * * * * c t line t rail, fails to reich the in to whom it is all conditions. It is a cotalogue of beaution art extractive and interesting as applied to the subject of pianos.

Having received no response, we fear the catalogue addressed you has not reached its intended destination.

That you may not think us negligent, we write to inform you the two can forward another if the first was not received.

In this chalorue we have endeavored to state facts core record, to ir construction, tore qualities, price and to record to the two done this so plainly, it rould seems to record the record to rest careful and shread purchaners as to price and terms of payment.

From your former letter, we presume you had the piano subject will in rid. If so, we wish you would advise which rid rout you received cur catalogue. If you did not receive it, the we shall be glad to mail another one. You may then be to trace a demake selection of the style of piano stylencing to you, sonding us your order, using the enclosed order block. All we ask is that you give us the priviles of ching to you, free of all experse, a piano that will be the exact counterpart of the one you may have chosen.

Do not hesitate, fearing a risk in so doing, or that we my entable you in some way. It is to allay just such impression or suspicion, we begin, as it were, strangers, that we possion has a substant of the stranger stranger bank letters, sho ing both our character as men, and our responsibility as to fin noe.

If our catalogue reached you, please read these bank

§**68** [331]

Surely the e Columbian World's Pair Awards alone (no catal Pris 14 and 13) are proof of the value of the property of the transfer, fir, in this care, it produced a pinotite to the walter and the provential provential but victing the provential proventia

We are porthy of your confidence. There is positively no ri , no responsibility, no employe on your art. All we ask is that you we on the piano when it is received. Give it a place in your hold for thirty days. Become filiar with it. See its fine or an hip, the beautiful case; and, most interact of all, hear its superb tone.

We believe that this piaro may mile itself no agree ble and so place at in its tone quality, that you will are it a permanent home. However, if it fails to get this end ctation and our hope, then notify us, and it will be rested at once. Is this a fair pro osition for you? We belie e you will agree with us that it is.

We should be pleased to hear from you, and should gladly answer any and all questions you might ask.

Yours very truly.

Note: After reading the * * * * * catalogue, we trust you may fel that we are as worthy of your confidence and can as safely that we in the ratter of a piano's lection as we are willing to trust you have offer to ship you a pino on 30 days' think, free of all expires and representation, to sell it on liberal terms extinding through two or three years.

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UR STOCK FOOI READ THIS LETTER MILWAUKEE, WIS., Nov. 17, 1904 Our Stock Food is Recognized as the Best on the Market WILBUR STOCK FOOD CO. WILDUR STOCK FOOD CO. Gentlemen-Our six horne team of Percherons, awarded first prise at the World's Fair, St. Louis, and at international Horne Show, Chicago, were fed on Wilbur's Stock Food during entire season. Yours very truly, PABST BREWING CO.

BET IN MEMBERS OF THE CENTURY SAMILY CENTURY BORDER MONOTONE BORDER POOLE PRINTING CO., BOSTON, MASS.

151-159 Huron Street Milwaukee, Wis.

THE PABST FAMOUS SIX HORSE TEAM OF PERCHERONS, RAISED ON WILBUR'S STOCK FOOD

Dear Sir:-

James G. Boyd, Supt. of Stables

I as writing you this purso al lotter because our pre id t tils a ha has ritten you of fore but to i'r as received no reply from you.

Did you folly understand our great offer? Place recomber you can be the 1.00 pices of * * * * * * 5, 1 band from if you are it will at account of small and or small Studard: there pail offer, but a cortainly in a t if y a v' / come do tasl '' . re man's yu, ... Il so ly accept as so ... plu. I aprilled that at ryn ' landiant wat some rycuroff as received your is, call relation ford for a relation exactly with the life stock and the and areason at problemly and a toler r, you ill to so the you in the i \$3..) - 10 1 . 1 1, to the until a lyst call and for us to your friends dig or .

As a suril with a new sut to service I all o going to hip rest with a great model of the Drottly to the control of the contro foot. Total life the natural of a valuate and unful a little tas year wife could have.

Alo I to the in call year of the to the rally solid v l' t ' t ' plent in r, but in a the later than the later is corried to the state of the

§69 [333] the world. It contains patent dust band and regulator. It is 3 oz. in weight and has heavy beveled cryst 1 (op n face) and double sunk dial. It has jointed sere lack and is a stem set watch. Each separate part is sein tifically to ted before it leaves the factory. On the back of the ten is a beautiful engraving of a locomotive and with it seren just it makes a watch that is perfect in every detail, and he offer it to you ADSOLDILLY FRAME.

Now busides giving you this watch and the table set to your wife, you are also to have your full si, as lb. pail of * * * * * * Stock Food free of all com. Y u already know what a wonderful conditioner and for ever * * * * * * Pood is. You know that it is as. I day 300,000 stock raisers the use it daily to be to go tost conditioner on the market for horses, cattl, h, p and poultry. It is a positive preventive of all ___ disease and a few days' trial will show you beyond all d not that less than one ounce a day of * * * * * b fed to each animal will not only keep your stock a LL /, increase your milk supply, fatten your hogs, who your leef. pork and mutton worth more per pound on the are tad keep your horses and colts in fine sleek condition, but it will also prove to you that * * * * * Stock Food A ...J. Y COSTS LEGG FAAN ONE CANT A DAY to feed each and at a d will save you dollar after dollar which you now lose in undig sted food.

* * * * * Stock Food is highly concentrated and is made from the very purest of herbs, seeds, roots and barks. It enriches the blood and acts gently on the stotach, liver

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and bowels, digesting all the food and removing the cause of any irritation which very often proves serious if let alone. We have thousands and thousands of letters on file in this office which we would be pleased to show you at any time. These letters are from stock raisers who have fed * * * * * Food all the way from one to twenty-five years and they are getting results in good hard dollars and cents.

Now all we ask is that you compare our offer with any that you ever before received. We actually mean to give you a beautiful New York Standard watch, valued at 10.00 and a full size 25 lb. pail of * * * * * Stock Food, valued at \$3.50, besides the beautiful table set for your wife, for a few minutes of your time. Not only that, but we also show you HOW YOU CAN MAKE \$4.50 CASH Boff by selling your pails. The enclosed Lotter OF Account of fully describes our great offer. By reading it over carefully you will see that all we ask is that you allo us to ship with your free goods four extra pails of * * * * * * Stock Food.

We are also going to help you sell your pails to your neighbors if you want to do so. We will stand the citral expense of this work and only ask you to give us your istance and reap the results of your acquaintalces and the farmers and stock raisers in your neighborhood. The your send in your LETTER OF ACCEPTACE we also want you to and us the neas of about 50 good reliable farmers addition. In aring out this list be sure and give us to correct postoffice address of these parties. We note that is list we will immediately write each of these people, enclos-

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ing a "UNITED CATTLE KNITE" circular fully describing our great presium plan thereby each man who buys from you a 25 lb. pail of * * * * * Ctock Food can get a fine large United cattle knife with three good blades ABSOLUTELY FREE.

When he gets his pails you are to sign his knife coupon so that when he ails it to us we will know he has been to you and only at least one pail of your food. These strong permal latters and the free cattle knife plan direct to the formula are bound to build up a good profite le business for your interference the start. See the tack of LETTER OF ACCURANCE for photograph of cattle knife circular.

Now please remember that you are not to pay us one cent in a vance. We simply ask that you send us only such shall a ount monthly that you will never even feel it.

Don't forgot that you are not paying one cent for your New York Standard watch, nor for your free 25 lb. pail of stock ford, nor the special Dresden table set. You all also appreciate the fact that we are giving you an opportunity of carning \$1.50 actual can beside. You see if you sell all 5 pails for \$3.50 each, that make \$17.50 while you are to send us only thirteen dollars for four of the pails.

Be sure and fill out your LETTLR OF ACCUITA CE and mail it to us at once. Also colon for Dr Jon toble set. Write your filmes plainly so that the good will reach you safely. A maiting your reply to this great 5 day offer, I remain,

Sincerely yours,

Wilbur Stock Food Company

Numbers 151, 153, 155, 157 and 159 Huron Street, MILWAUKEE, WISCONSIN

SET IN CLOISTER BLACK AND NEW CASLON LINEAR BORDER NO. 2 CHAP-BOOK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

DATE &

þ

Dear Sir:-

I want to talk to you a few mo ents about or refactory. On the other side of this letter you all india photograph of our properties. Just if force of strong the control of the cost of restriction, and it is to be the cost of restriction, and it is the stationary, etc., to run the lest equipped strong and appears in Alerica.

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how lar or ll to r i ls t t y u .

Kilyr brt tli itis na t possill to I tat to har fro y a it it i few day. Ir in,

Very truly yours,

The San Joaquin Vineyards



AMERICAN WINES

Made from Grapes Grown in the Vineyards of San Joaquin Valley—the Finest in the World



Situated in the San Josquin Valley, noted for the lucipuaness of its Grapes, we are able to make Winca that are equal, if not superior, to Wines of the European Vineyards



San Joaquin, Cal.,

SET IN CASLON SERIES

Dear Sir:-

We are writing you this personal letter, hoping you may become intricted in or produce. You no doubt are familiar with the control in the lake Leuka district as a graph and the producing section.

The rich fragrance of the vinyards at harvest time, the shiling same that of a harmon hill its, the clinang, tender boarts of a harmon tract of a rich tanderinest view, the rande, flagrand and health-giving fruit are all consentrated at our establishment.

This company is one of the very first organized in the famous graps section of * * * * * * a d * * * * * * and established ith a vir of sumblying my icians and the fily trade direct from our in the confidence must result by elimnating the middl man.

Our wines rightly have a plan in every Kolinay repast. No Christ as dimential to the literate ut our delicious starkling Character in a Court il. In that the delicious starkling Character is a control of the control of the pour friends as a control of the contr

Our Winery '23 n.or * * * * * is unler the supervision and in Estion of a U. S. Gager. Adulteration would be impossible.

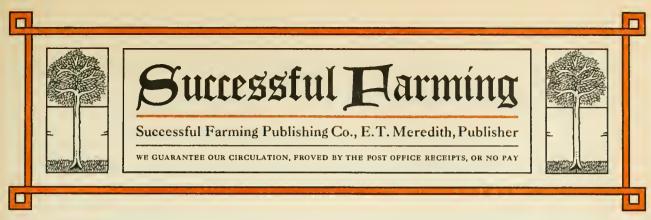
Our vijes are very old, filly ratured and guaranteed by us to conform to all hard soil but.

We ship as and lodly my in an roy lof the goods.

Pay on-los , find the sin fall on orders of 3.30 and a right in shaled papers, find the sine of story, do not py for the source.

Holing you ill really uself of our liberal offers and that is you in any ice for your anticipated favor, we beg to remain.

Very truly yours,



SET IN CLOISTER BLACK AND NEW CASLON CAXTON INITIALS
VERSATILE DRINAMENT NONOTONE SORDER
PRONE PRINTING CO., BOSTON, MASS.

Des Moines, Iowa

Dear Sirs:-

As an advertiser in the * * * * * you will be interested in the enclosed letters from advertisers in the

* * * * * in the same month in which your ad appeared.

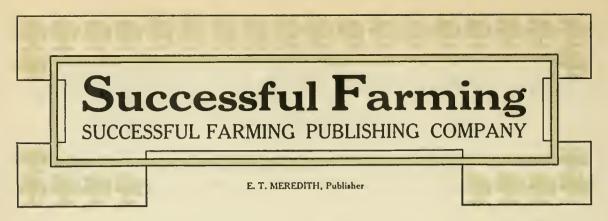
These advertisers have each spent considerable sums of money in * * * * as well as in the excellent medium in which your advertisement appears and for that reason their testimony is of value to you.

* * * * * is especially strong in its territory, "THE GREAT WEALTH-PRODUCING HEART OF THE COUNTRY." No advertising medium is so strong in this territory.

A monthly circulation of more than 400,000 is absolutely guaranteed and proven on demand by Post Office receipts.

We shall take pleasure in serving you through * * * * * * * advertising pages or in giving you any definite information you desire.

Yours very truly,



Des Moines, Iowa

SET IN MEMBERS OF THE CHELTEHHAM FAMILY CHELTENHAM BORDER MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

D r Sir:

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Your yours very truly.

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Successful Farming Successful Farming Publishing Company



E. T. MEREDITH, Publisher

Des Moines, Iowa

SET IN STRATHMORE CLOSTYLE VERSATILE ORNAMENTS

Dear Sirs:-

SPREAD CUT!

Don't be content with doing business in your own from!

Don't be satisfied with the trace of your notable so i gour own county! Don't limit your ambition to state wide narkets!

You have as good a right to the trade of all the north central stat's as any one has. If nufacturers from a ry state in the Union sell their products in Iowa. Don't be on the defersive! Be aggressive. Carry the fame of Io and degoods into other communities.

Iowa is known as a far ing state. Don't application for that, boast about it. If he it the foundation of the tobuild a high tower of confidence that shall carry the soon light of your trades ark and the Iona trades for the farmers of the North Central States to your factory doors through the regular channels of trade.

More than 500,000 of these farmers in the great a ricultural heart of the country of which loss is the control have subscribed for * * * * * *, an lowe fart pair, because we have acted on the advice we are living you - we have their confidence because we have made good to them.

We are in a position to introduce you to the solution of farmer friends of ours. They know that our introduce a known that our grantee of fair the contract of farmany more than we would introduce a known that for the bankers.

If you do not receive * * * * * write for seel cony and advertising rates. * * * * reach sent processor farmers in the north central states than are reached by any other advertising medium of any kind.

Yours very truly,



SET IN SEWICK ROMAN AND CHAUCER TEXT CHAP-BOOK OUIDDNS AMERICAN TYPE FOUNDERS COMPANY

DES MOINES, IOWA

19

Dear Sirs:-

A very large percentage of our old subscribers are sending us renewals of their subscriptions for two, three, five and even ten years.

They must like * * * * * *.

The places of those who do not renew are filled up by other farmers whose subscriptions are sent in by our old subscribers when they send us their own renewals.

They recommend * * * * * to their friends.

Aside from renewals from old subscribers and the subscriptions sent in by old subscribers, we secure our subscriptions from lists of people who have bought buggies or farm implements or seeds or incubators or similar things because they saw them advertised in farm papers.

They are valuable additions to our subscription list.

These are paid subscriptions - paid for by the person whose name appears on the list. We will match their buying power, thousand for thousand, against the buying power of the subscribers of any publication of general circulation in the United States.

We can safely recommend that kind of a subscription list to advertisers.

Yours very truly.

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SUCCESSFUL FARMING

SUCCESSFUL FARMING PUBLISHING COMPANY

CIRCULATION PROVED BY POST OFFICE RECEIPTS OR NO PAY
N. Y. OFFICE 150 NASSAU ST. ** CHICAGO OFFICE FIRST NATL. BANK BLDG.



SET IN CHELTENHAM BOLO EXTRA CONDENSED TITLE AND CHELTENHAM BOLO COMDENSED STRATHMORE ORNAMENTS - VERSATILE ORNAMENTS - LINEAR BOROER NO. 2 - THREE POINT BORDER AMERICAN TYPE FOUNCERS COMPANY

DES MOINES, IOWA

Tear Sirs: -

Do you realize that farm papers in general have shown a much ar ater it is as in all riving retrictions?

A very large persont of this increase last one from manufacturers who had previously confined their elections efforts to publications circulating largely in cities and towns.

* * * * * reaches as many people as are reached by any of the larger p r l ranginos of stalled ning. These general monzions circulation all over the columny month columnstely f w far r; vile * * * * * * circulation is almost explicity in column to "TYP CRIAT WE ITH-I. LUCING HEART OF T. CCUITA" and goes to far rs only.

There is a vastly lar or av rate by ing n m r mong the real rs of * * * * * than among the readers of any standard L maine.

We shall be very glod to co-cper to with your advertising agent in working out a special companies.

We a vise you not to so into this company, using my circust set, ustill you as vill to to the least paign to forms. There is the transfer at the point to which the farmer at the point to which you have built up your city trade.

Yours very truly.



SUCCESSFUL FARMING

SUCCESSFUL FARMING PUBLISHING CO.

E. T. MEREDITH, Publisher

Des Moines, Iowa

SET IN MAC FARLAND, CONDENSED MAC FARLAND AND MAC FARLAND ITALIG ART DRNAMENT NONDTOME BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sirs: -

I'm in limitedly receive a grot by letters for oblication with respect to the control of the c

We find to you, he we, that we are positive that the realers her of our far. people to are worth all the publiches ask for alwerting. It live there may not be a set of the secretical would find it in the secretical would find it in the secretical would be a secretical would be a secretical without a secretical work.

We have a ply tried to place be for you all of the facts in some to * * * * * *. When tried to have under to detail a matter of fact * * * * * * defined belied a leading become all of the agricultural ablications policy in the control west and the time value of misertising and in circulation and in quality of editorial atterities the leader.

When e tell you that we refused over 50,000 orthof busines leaf you, you can under that the doesn't hak * * * * * * i fith a for every object that the time of any here. While a considerable crtical that is good to be a protected of the transfer that the transfer t

profitale, but a one in to urre y u to use e in * * * * * * cour better judant, but we do believe th t * * * * * * cour to appeal to your july out.

We have no desire to urge you into the columns of * * * * * * itlent your laving talent ie for car ful consider tion and we shall be very gld indeed to give you any information you desire, at any time, about our circulation, our editorial policy, our advertising or anything else in connection with the public tion.

Yours very truly,

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Successful Farming

SUCCESSFUL FARMING PUBLISHING COMPANY





SET IN CENTURY DEDSTYLE AND ENGRAYERS OLD ENGLISH BOLD SCHUIL DRNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

DES MOINES, IOWA

Dear Fire: -

In the coft of the sea of the sea

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Yours very truly,



Successful Farming



SUCCESSFUL FARMING PUBLISHING COMPANY

NEW YORK OFFICE, 150 Nassau Street CHICAGO OFFICE, First National Bank Building

E. T. MEREDITH, Publisher

Des Moines, Iowa

SET IN STRATHNORE OLDSTYLE STRATHNORE ORNANENTS.

De r S'rs:-

Years is up for consideration in this office again. I have to have yell do in slate and selled in that I have the to write a letter that would bring an appearance you.

plus I do not expect you to erswer this lett r just to plus no. You do not one that to reat all, and I suld for the total control of the cont

The scar hind of receivedise is being sold to some the of the kind of people he subscribe to * * * * * . Second to the discover you are not giving your delight the second the first than a veloping the first that you are giving to the city dealer in developing his trade among the city people.

We have heard a good deal of co-plaint from certain

more for the effect that they have not be able to

the control terms and cities, and so far as we are the

the control terms and cities, and so far as we are the

more for the is notify to the principly except the

more for the is notify to the control that the

more for the is not of dollars to be the city

description to his trade and does not on a day lovey to

help the dealer educate his farmer customers.

In alrost all of the lines that we have investing tod we have found that in to us of 10,000 and 1 s, r ito 60 and even as high as 75% of the business done by the local retail dealer is done with farmers.

Now when you give that man help for only 1/4 or 1/3 or 1/2 or even 60° of his customers, you are subjecting him to urfair corretition with the city dealer to whom you live help in educating practically 100% of his customers through your magazine and newspaper advertising.

The question of whether you use * * * * * now or not is of secondary importance. The main question is will you help your dealer in small towns in the same way that you help your dealer in cities? Your magazine and newspaper

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advertising does not reach his farmer customers. If you have any do let of that, we will prove it to you. We will prove it to you will prove it by the for ers the selves and you can't go had of that end on. The we will prove to you that a long of recent of the trade of the dealer in towns of 10,000 and less is with the form and we will prove that by the dealer. You can't go back of that evidence.

Your triveling man are covering this whole territory or at lest verther it if y are or you wouldn't be using margine or restrict effectising. When you refer to help one of course for the dealers to verther the course of the telling of telling of the telling of telling of telling of the telling of telling of

* * * * * * corrs the forming communities of its toritory, "." CTAT LINET DOTAGE TO THE CORR TO THE

We do not wort to bore you with this continuous sories of lo 1 ** cs, but a chose of those 1 tto t * 1 ve writt to you had been written as a result of side still it all consideration of your solidies. The result of side a letters. They all the disconsideration of your trible that we can help you are not side a color of the two can help you are not side a color of the provide out that we could not in the total of the color of the provide as the second of the side and the second of the second of the side and the second of the

Yours very truly,



SUCCESSFUL FARMING

CIRCULATION PROVED BY POST OFFICE RECEIPTS OR NO PAY

SUCCESSFUL FARMING PUBLISHING COMPANY NEW YORK OFFICE 150 NASSAU ST. CHICAGO OFFICE FIRST NATL. BANK BLDG.



SET IN DORSEY AND DORSEY CONDENSE STRATHNORE DRNAMENIS AMERICAN TYPE FOUNDERS COMPANY

DES MOINES, IOWA

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We do not a k you to take our word on a ything. That is how how k pt up our reputation for honesty - by prov-

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§71

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ur v ry traly,



"All the News That's Fit to Print" . Actual Net Paid Sales More Than a Million a Week

SET IN ENGRAVERS OLD ENGLISM AND NEW CASLON ITALIC VERSATILE GRNAMENT AMERICAN TYPE FOUNDERS COMPANY

Times Square

New York

Dear Sir:-

If you knew that advertising in the Pictorial Section of The New York * * * * * WOULD PAY YOU ---

If you thought that an investment of \$20.00 (cost of a forty line advertisement) would even FAY FOR ITSELF ---

Would you hesitate to make such an investment?

The Pictorial Section of the New York * * * * * is the wo n's supplement of the best Sunday newspaper in America.

It is read from cover to cover --- by every member of the family usually --- in 150,000 of the best homes.

If you seek the patronage of well dressed women who prefer the best and CAN AFFORD TO PAY for it --- profit by the experience of others.

Each of the letters reproduced in the booklet herewith, tells a story of RLSULTS from advertising in The * * * * * Pictorial Section.

What the Pictorial Section has done - is doing - for others, it can do for you - if you give it an opportunity.

Let us send a member of our advertising staff to study your shop. Tell him some of the points on which you specialize - in which you excel.

He will prepare an advertisement specially written about YOUR FIRE. He will submit this for your consideration - WITHOUT COLIGATING YOU in any way.

Please fill out and return the call card NOW.

Yours truly.

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The New York Times

"All the News That's Fit to Print"

Times Square,

New York

BET IN ENGRAVERS OLD ENGLISH, RECUT CASLON AND RECUT CASLON ITALIC OLD ENGLISH BORDER ANERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

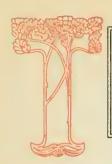
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Yours truly,



The Nebraska Farmer

EDITORIAL AND BUSINESS MANAGEMENT BOTH DIRECTED BY S. R. McKELVIE

Published Every Week A Member Associated Farm Papers



Lincoln, Neb.

SET IN CLOISTER BLACK, NEW CASLON AND NEW CASLON ITALIC ART ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

"Pi is Pi ":

So pi "i" scru's. Other pi "i." wi.10 r c t.

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V ry rely ctful y jeur ,

[352]



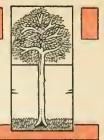
Member Associated Farm Papers



Established 1869 - Issued Weekly

The Nebraska Farmer

UNDER THE EDITORIAL AND BUSINESS MANAGEMENT OF S. R. McKELVIE



New York Office, Fifth Avenue Building Chicago Office, Steger Building

Lincoln

SET IN CLEARFACE AND CLEARFACE ITALIC VERSATILE ORNAMENTS AMERICAN TYPE FOUMOERS COMPANY

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Dear Sin:
                                                1 31'ACI A FI -t t 'tya c " it " it.
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  lest of t.
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Your service (y,

ESTABLISHED 1869 WEEKLY

THE NEBRASKA

Member Associated Farm Papers

FARMER

CHICAGO OFFICE, Steger Building NEW YORK OFFICE, Fifth Avenue Building



LINCOLN, NEB.

SET IN MEMBERS OF THE CENTURY FAMILY TWENTIETH CENTURY ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Ly Old Prie d a d Poightor:

I in the sy because hoving been born in Clare , and the first test of the test of the control of

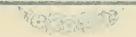
T' to (when I was in F irfield I t "I - " Tans - you " " - d I t in 6 you in t to lity so in t to lity so in t to to so you to so it to t fit a to t fit you to so it to t fit yas to lit in t to t fit you to so it to t fit yas to lit in the horizontal to the fit you can get it for you can get it for you can get it for you can get it for

Your old friend and mei hbor.

THE DENVER POST

PUBLISHED EVERY DAY IN THE YEAR AFTERNOONS AND SUNDAY MORNINGS

SET IN MASTODON AND STRATFORD O. S. THE H. C. HANSEN TYPE FOUNDRY BOSTON AND NEW YORK



Dear Sir:-

Water and whiskey have each been compaded as infullible recipes for attaining old ago. The evidence her in a not conclusive as to either.

While Sidney Powers was in to n l t w 'k s lo 'd ur his boywood friend, sufficiently disigniful, o t l's tis assessant rolls and the City Director, Olice k. To him he recounted bits of news in a recent letter from their old Youngstown ho s.

"And Uncle Billy Updegraffs is dead," sipringly sobbad Sidney.

Old Soak in liquid and vocal bubbles wigwegged: "Hicer-how ole was Unc. Billy?"

"One hundred and three-- drank nothing but water all his life," was the answer and connent.

Old Soak shuddered, mournfully slook his herd and slid: "It'll get the best of them--sooner or later."

Tom Dolan offers other evidence. The is himself say nty years old and still active as head port rein the of Colorado's big hotels. One day a lott relative of lay reinforcement to trouble him. Finally a friend of the dath of his father, in Iroland, two loads before.

"How old was your father?" as'ed the fri nd.

"One hundred and eix years," said Ton.

The next question was: "What se ed to be the matter with the old gentleman?"

T to a t ... the contract of the contract of

d t

V r r

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The Denuer Post

"So the People May Know"



Denuer, Colo.

SET IN ENGRAVERS OLD ENGLISH BOLD, RECUT CASLON AND RECUT CASLON ITALIC MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

> Der : time to the contract of the co appear of the second it is it to feel to be a feel of the contract Irani la company to the company of t the or in the second column of the second column of Sc t, to s 11 to s 11 to s n } - 1 fer 20 -The part of the same And the home and bearing I I to be a district of the state of the contract you was not to be a law posterior for James of Chan The second of th the second of th ities le ciata di ocea. Teore esa estidas conditas const Marie and the second of the se the electrical and the second and have not been been as an execute the second as an execute the second as a second or the transfer of the transfe The (small of the distribution for More) are printed withi. As V y r tily.

"SO THE PEOPLE MAY KNOW"

THE DENVER POST

PUBLISHED EVERY DAY IN THE YEAR THE OFFICIAL PAPER OF THE PEOPLE THE WANT AD. MEDIUM OF THE WEST

Dictated

DENVER, COLO.

BET IN CLEARFACE GOTHIC AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

Sorior of legs brings to mind the wooden substitute worm by Sil .

ber, n re 'y t'e c rhie setif ciel mter, n re 'y t'e c rhie setir filit, and that set it it i'd not be to la log to re.

Check the relief of the little of the self of the relief o

The * * * * * has its full complement of helpful legs.

There are no wooden ones among them.

In the slang of the street they "go some."

They so quickly, frequently, constantly and arrive.

Inst year on week days only so very logs were required. This year nore were needed and obtained.

Cn Surdays ir 1910 so very were encugh-a number insuffici at on Surdays in May 1911.

The best ren and veren in * * * * * and the entire Rocky for for the local and read The * * * * *. They do this local a it is the best daily re spaper in this field a data the biggest of the really big papers in the entire Unit of St. 109.

Of the detailed statement of circulation printed herein we ask year ear ful consideration. It is a truthful statement. It is the essawhole. It is true as to details. It is precisely to the say it is or no pay whatever for the advertising offered because of these representations.

The advertisements printed by The * * * * * add other evidence of leadership. The volume of this business over the rxt * * * * * daily is on an average about 30 columns per issue or 200 columns per week.

Respectfully,

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"SO THE PEOPLE MAY KNOW"

THE DENVER POST

Published Every Day in the Year

DENVER, COLO.

SET IN AVIL
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir -:

Never send a boy to mill.

This bit of I' I an Conty wisdom, this with the dist of table of corn a section for all religious.

This is particularly true when business conditions generally are not so very sod and when it is of the utility to import noe that alwertising appropriations unfailingly bring back ad quate returns.

Give the boy a chance-surely, in good sea on, but not now whin he is all that is but ben the filly and an early flour bin. Give the work daily removed a lo --but whin the an advertising chance may not jeopardize your business into rity.

The * * * * * * * clearves that its advertisers—bic, littl, local, other, little alr. By in presention of this knowledge and how over detheir advertising actions by it. For, which the wire relationship to a value of a wall of a wall to be related to the relation of a value of a wall to a little bid or in the corollate of land in delivering the first than any corresponding time in the life of The * * * * *

Here are a few interesting details:

The ***** A. orticing, All kinds 295,640 in. 14,932 columns
The nat *** Dily " " 10,40 in. 9,4-2 columns
The ***** leads by 107,000 in. 5,350 columns

Th * * * * * * 1 d the next * * * * * paper in the first six rout of 1910 by 4313 columns.

The * * * * * leads for 181 days this year, per day, by 29.5 columns.

T * * * * * * led for 181 days in 1910, per d y, by 23.8 c | s.

District of the state of the st

Classific A series ts-The * * * * * printed, this half series, one rate at Ads. a i at 1 ,104 by the series of 5, 1. It shows a in for the series of 40,418 of the eals.

This is control over a line evidence that Tap * * *

is record to the line of the line of

ar stfrhlrein.

Respectfully,

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Denver, Colo.

SET IN MEMBERS OF THE CLEARFACE FAMILY
TRICKY BORDER - VERSATILE ORNAMENT - FRENCH CAST SQUARES
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir-:

"What drugs, what charms, what conjuration and what mighty magic" Othello employed to win the fair Desdemona, proved to be only the simple, truthful, moving and forceful recital of his own eventful career.

The * * * * * has been charged with some such dark witchery in securing for itself the largest, richest and best following of paying subscribers ever given a daily newspaper in the Rocky Countain States, and larger, considering the total population of its field, than any other paper in the entire United States can boast.

Every sixth person in the City of * * * * * is a subscriber to The * * * * * Sunday Post--every tenth person in the entire State of Colorado pays for a copy of each Sunday issue.

The only "spell" this paper ever cast to obtain the splendid favor of this discriminating people was to print the news. Accuracy in its recital was of first consideration. Promptness in publishing was next. Then big men and big women wrote it. The best artists made the pictures and cartoons. No subject of human interest was neglected. No

good movement of common concern but what was led successfully by The * * * * * *. If public men, corporations or institutions have erred, The * * * * *, without rancor or bitterness or self-seeking, has returned them to just ways. Little wonder that such a paper is strong, invincible and has an ever increasing number of new readers. The details of the distribution for July are printed within.

Merchants, manufacturers and dealers generally know the great advertising worth of The * * * * * *. It is the only * * * * * newspaper whose advertising revenues for the seven months of 1911 are in excess of the corresponding period of 1910. July's business illustrates the extent to which advertisers prefer The * * * * * *. There were 942 columns of advertising of all kinds more than the next local newspaper. Local display advertisers gave us 436 columns more than this next daily; foreign display advertisers, 93 columns more, and classified advertisers, 413 columns more.

This is certainly a most pronounced and convincing preferment and proves that this paper is the one big, sufficient advertising medium in this field.

Respectfully,

THE DENVER POST



Published Every Day of the Year The Want Ad. Medium of the West The Official Paper of the People "SO THE PEOPLE MAY KNOW"



DENVER, COLO.

BET IN STRATHMORE OLDSTYLE STRATHMORE ORNAMENTS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The Caliph Omar would have made Carnegie libraries impossible and driven that lucre-incrusted Laird of Skibo Castle and Pittsburgh into other channels for avoiding the disgrace of dying rich.

Omar ordered the vast Alexandrian Libraries burned, after refusing to give them to the learned men of that city.

"If those books," said he, "contain anything which is contrary to the 'Koran,' they deserve to be burned; if they contain what is written in the 'Koran,' they are unnecessary," hearing which these wiseheimers in the chaste parlance of the day, observed: "Truly, we have a fat chance to save these treasures from the flames!"

The Caliph Omar has, in this Rocky Mountain West, every weekday, about 60,000, and every Sunday about 88,000 potential successors, who have decreed the standard for excellence in their daily newspaper to be that set up by The * * * * * *.

No other three daily papers in combination in the state have so large a following. No other paper in the country has a circulation as large, population considered.

Equal in rank but less in numbers are other Caliphs, commonly called advertisers, who, from day to day, month to month, year in and year out, affirm without hesitation, that as an advertising medium, nothing here is necessary but The

§74

The local display advertising printed by The * * * * in the ten ronths ending October 31st, amounted to 3,305,568 lines, or 236,112 inches, or 11,805.6 columns--a substantial increase in volume over the corresponding months of 1910.

The forcism display advertising amounted to 972,972 lines, or 60,428 inch s, or 3,474.9 columns. This too is more advertising of this class than we printed in 1910, the volume increase of 65 columns, or 14 per cent.

The * * * * * * printed this year up to October 31st, 492,402 separate Want Ads--39,161 more than we printed in the corresponding time in 1910. The next * * * * * * daily this year printed 233,379 separate Want Ads--a number 63,585 short of what it printed in the first ten months of last year.

The * * * * * is the only daily newspaper between Chicago and San Francisco which could boast, if it would, of an advertising gain for the ten months of 1911.

The fact, however, justifies the decree of the Caliphs that no paper here is necessary, as a newspaper and as an advertising medium, save alone The * * * * *.

Respectfully,

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The DENVER POST



PUBLISHED EVERY DAY IN THE YEAR SO THE PEOPLE MAY KNOW!

The Official Paper of the People

DENVER, COLO.

BET IN MEMBERS OF THE CHELTENHAM FAMILY BUSHA DRNAMENTS INLAND BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The top is not a comfortable place. It is not even enviable or greatly to be desired.

"Uneasy rests the head that wears a crown," was the way Louis XIV. saw it.

Madame Patterson Bonararta know when she was will off as expressed in her: "Lot the throw, hat very rear the throne."

The top is a goal attained, which at bost can be no more than humanly finite.

Again, it is the rip r d fr in on the stelle--a li ry st time--the beginning, too, of doory.

General Taylor, of the Duton Glie, once soil to his fellow publisher: "From the to, all relied to decay."

The * * * * * * + - nd *l-i i n ...timely iffer at matter--is a leader a one to a leader of or orth America--ThE leader in the Rocky in ...t.

It proposes to the confine to 1 d. A dit will lead because it will li --l ou it lil fil fil fragpaper--b le it ill a fil for an army of an adversariance of their ideals.

The evidence of the continued growth and the leadership of The * * * * * is shown in its circulation--something like 3,000 copies more per day, at this time, than it was a year ago.

The volume of its advertising is additional proof of the leadership of The * * * * *. For the eleven months ending November 30th, it printed:

> Local Display Advertising... 13,156.0 columns Foreign Display Advertising. 3,898.5 columns Classified Advertising..... 10,055.4 columns Total Advertising...... 27,109.9 columns

The * * * * * has a gain over the corresponding period in 1910 of 692.0 columns of display advertising alone. The next * * * * * daily has a loss in display advertising from * * * * * merchants alone of 1,938.0 columns.

The * * * * * leads this next local paper in total advertising for eleven months of this year just 10,991.0 columns. The difference in favor of The * * * * * at this time last year was 7,433.0 columns.

The * * * * * has printed this year 536,684 separate Want Ads. The next paper has printed 252,118 Want Ads.

All of which ought to be convincing evidence that you may advertise successfully in this paper.

Wishing you the compliments of the season, we are.

Cordially.

"SO THE PEOPLE MAY KNOW"

THE DENVER POST

THE OFFICIAL PAPER OF THE PEOPLE THE WANT AD. MEDIUM OF THE WEST
PUBLISHED EVERY DAY IN THE YEAR

DENVER, COLO.

SET IN TYPO GOTNIC AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

Billy Root--this was in '73--the year Congress went to sleep and enacted its infamous argent crime--and his pardner entrained a herd of burros down to * * * * * one hot August day, intent on buying supplies for their mines.

Late in the afternoon they finished work. The next dawn, when they would start home, was hours away. Therefore they sought divertisement. Some hospitable publican gave their inclination a liquid turn. This impressed them so favorably that, for the entire long session that followed, they refused all else but Peoria products.

At sun-up, however, they were across the Platte, sadly, thirstily toiling over the long, waterless divide to Clear Creek. The burro pack train relentlessly enforced the speed limit. The sun, the dust and their thirst-but cut that. At last the creek--its name fitted it then--was in sight. They covered the last quarter of a mile on the run, leaving their cargo to its own devices. Throwing themselves prone on their breasts, they drank--and drank some more. After a final draught, Billy sat up and satisfyingly sighed this tribute: "If I had known this stuff was so good, I'd have drank some last night."

Now, you have advertising intentions -- more likely, are actually spending real money for advertising space.

You should know--probably do know--that in the name of

advertising much substance is wasted--many disappointments lurk. Your business story is in this program--that directory--or guide book--or hanger--or announcement--all so many plain or mixed or fancy drinks, to be indulged sparingly or as your purse warrants and then charged to charity or experience or that good old account, Expense, or any other you like, but never to Advertising Invest onts.

Newspapers of character are tried and well approved advertising media.

The * * * * * * is such a newspaper, plus. It is the best advertising medium between the Great Lokes and the Pacific. It has the favorable endorse ent of more alvertisers in all that range than any other daily paper. In the city of * * * * * * The * * * * * was preferred to any other local paper last year, in total advertising, by a majority of 8609 COLUMYS. The * * * * * received 70 per cent more money for every one of these columns than the next * * * * paper, per column.

How big the circulation of The * * * * * is and where its paid subscribers are, is told within.

Write this circulation in your advertising contract, which we anticipate at your early convenience.

Respectfully,



381 Fourth Avenue

New York

SET IN STRATHMORE DEDSTYLE VERSATILE INITIAL STRATHMORE ORNAMENT STRATHMORE BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

What, I wonder, is the destination of this letter?

Our School Department has been keeping your mails occupied for a long time, without apparent result. It set out less than three years ago to bring so a four hundred schools and su mer camps into the * * * * * fold. Two hundred of these are already with us, with profit to the selves. You belong to the other two hundred and your masterly reserve has interested me. I have deter inel to have a plain talk with you myself on the larger aspects of * * * * * *.

I don't know anything about school advertising. I do know something about advertising. I know that the school advertiser, like every other advertiser, needs publicity, must have it, and, if he has cut his wisdom teeth, goes to the best market to get it. That's your side.

My side is this: "I know what every well-informed advertiser and advertising man know, that * * * * * is now one of the very greatest of the great a ong advertising mediums -- not great for just a fow kinds of advertising but great for all kinds of advertising, yours included.

I know that it is one of the four magazines of largest circulation and broad at appeal; that it is a into nearly 450,000 heres of confort every outsend is red by over 2,00,000 well-to-do in ivital, and is not of list and lading. I know that it is a tirely sof to by that there is, on an average at large to every one of the cutoff 450,000 *** ** * * feilies.

I know that * * * * * * Sohool Directory for the best reason in the world has grown ore rapidly ton that of any other agazine, and I know that this into the prince it is a first that of any other agazine, and I know that this into the prince it is a first that the prince it i

I know - but the t' to to for one eal. I don't want this letter to be in ittitle.

Very truly yours,

381 FOURTH AVENUE NEW YORK

SET IN BULFINCH OLOSTYLE AMERICAN TYPE FOUNDERS COMPANY

Dear Mr. * * * * *

Going! Going! --- Saturday 'twill be GONE!!!

Your last chance to buy space in February * * * * * at the \$500 rate.

Unless there is an extraordinary reason for staying out --you certainly ought to be in--

Because the rate goes to \$600 with March--increase of 20% over the \$500 rate.

In actual copies sold you buy more circulation at less cost in * * * * * than in any other weekly or monthly publication in America.

Magazine on sale January 10th--when folks are clipping investment coupons, and are apt to be in a spending frame of mind.

If you want space, fill in the blanks on the wire, and send it--collect. Mail copy, and cuts (if any) at once, unless you want me to repeat any previous copy. If so, say so on the wire, and oblige,

Yours very truly,

P.S. If in doubt, ask your newsdealer, your agent, or any advertiser now using our pages.

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381 FOURTH AVENUE NEW YORK

SET IN CLOIBTER BLACK AND BOOKMAN OLOSTYLE MISSAL INITIALS AMERICAN TYPE FOUNDERS COMPANY

Dear Mr. * * * * *

Your clients - how much confidence have they in you?

Are you their counsellor--their valued attorney, or merely their broker in advertising?

Your status will be determined by the line of action you pursue in the following contingency:

January 1st, * * * * * * rate goes to \$600 a page. Rate to-day, and until December 31st good on definite orders for definite space in definite issues up to and including February 1913 \$500 a page.

AS ADVERTISING COUNSELLOR: you will advise your clients of this fact, and maybo, add that in view of "Cos's" growth in circulation it might be policy to take advantage of this offer, and place an order now.

AS ADVERTISING ATTORNEY: you will, to protect each client's interests now, go over each present or proposed plan-broadly consider * * * * * past, present and future-place orders for your various clients till February '13, in-olusive--and advise each client of your action. This is the strong, decisive, business-confidence-winning way.

AS BROKER: We say frankly--don't advise your clients. On a fixed commission basis, you'll make more out of placing the business at \$600 a page and later (probably around the Fall) at \$750 a page - than you do now.

Accordingly--as you rate yourself--what are you going to do about it?

Yours very truly,

381 Fourth Avenue New York

Bated &

SET IN ENDRAVERS OLD ENDLISH BOLO CHAP-BOOK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

The * * * * * Stocking Co.,

.

Gentlemen: -

Last night I visited a house - just a plain middle-class house.

Over in a corner of the living room sat a white-haired old lady. She was darning socks.

And I thought of dear Tom Hood, and his immortal "Song of the Shirt," and then, far be it from me to travesty such a genius, I jotted down these lines:

The Song of the Sock

With fingers weary and worn,
Darn, darn, darn,
A woman sat all forlorn.
Darn, darn, darn.

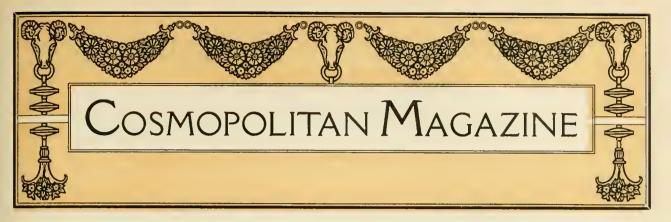
No blessed leisure in evening hours, A pile of socks before her towers. They have to be mended - her spirit cowers. Darn, darn, darn.

This family were subscribers to, and readers of * * * *
-- There's nearly a million other families like them. What
an appeal you could make through our pages!
Ask your agent about the February number.

Yours very truly,

P.S. Rate \$500 a page, and pro rata. February forms close December 15th. Magazine on sale January 10th. Hurry copy for February number - send it direct, and instruct us through your agent (if any).

[372]



381 Fourth Avenue
NEW YORK

SET IN DELLA ROBBIA DELLA ROBBIA ORNAMENTS AND FESTODIS

The * * * * * Stocking Co.,

Gentlemen:-

I thought of a second stanza for the "Song of the Sock" - here it is:

0 men with sisters dear, Darn, darn, darn,
0 men with mothers and wives, Darn, darn, darn.

'Tis not that you're wearing small holes in your socks,
But the fact that such labor one's true spirit mooks;
So go to your hosier -- and order a box -Of * * * * * * - the wonderful Guaranteed Socks
Darn, darn, darn.

And I'll wager that the million, or more, women readers of * * * * * will bless you, and your thoughtfulness, if you bring home this fact to their menfolk - and you reach at least three million men and women when you advertise in our pages.

As I told you previously, the \$500 rate holds good for February. Forms close December 15th, so hurry up copy. We don't want to rush things at the last moment.

Yours very truly,

In reply refer to CMI

Rumber 381 Fourth Avenue Rew York

Dated:

SET IN CASLON TEXT CHAP-BOOK QUIDONS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Have you ever visited Mammoth Cave near Louisville, Ky.? It was my good fortune to visit this Cave and I think its peculiarity is a Law of the Universe.

Here I saw the deep columns of stalactites and stalagmites - mineral substances peculiar to this cave. These columns have been building from time unknown by the dripping of minerally charged water, one drop at a time, forming solid columns in some instances from top to bottom. Others are but partially formed but still building.

Now one could watch the formation of these columns for ever so long and still fail to notice any perceptible change, altho it is nevertheless taking place. Nature's Law of Repetition does the work imperceptibly but effectively.

Now the Law of Advertising is the Law of the Universe.

A successful business has the constant repetition of everlasting drops of advertising with the mineral of just-plain-old-fashioned-honesty in advertising.

If you could make your advertisements and follow-up read as you would talk - filled with "just plain honesty" repeated, again repeated and again repeated everlastingly, you would be bound to succeed, other things likewise being equal.

§75

Your advertising and salesmanship - or commonly known as "follow-up" - must also work in this same intimate harmony. The man who says advertising does not pay should not too erroneously throw the blame on advertising. Just let him ask himself.

Was my advertising persistent repetition?

Was it "Plain-Every-Day-Old-Fashioned-Honesty?"

Did I treat the inquiries intelligently and often?

Did I try to persuade the inquiries by mere cold logic or by good straight interesting talk that reaches the heart?

You know Abraham Lincoln is quoted as saying, "A drop of honey catches more flies than a gallon of gall."

And remember as a parting shot there are two classes of people, those who do things, and those who make excuses.

Procrastination may mean opportunity lost to you.

Don't leave a loop hole for an excuse.

Very truly yours,

Postscript:-

The advertising forms for our March * * * * * are now being made up. An order blank enclosed gives you rates, closing date and all necessary information.



SET IN CLOISTER BLACK STRATHMORE ORNAMENT LINEAR BORDER NO. 2 AMERICAN TYPE FOUNDERS COMPANY

Number 381 Fourth Abenue **New Pork**

Dear Sir: -

It's pleasant to ride in the parlor car over the present road hed of any railroad from Chicago to Denver.

But did you ever stop to consider how the railroad was constructed tie by tie over a road bed many years building?

It would not have been much of a road if the work had stopped efter the first five miles of laying the tracks, because the predicement arose "all the money is going out and nothing coming in."

These railroad men have the prescience to see the future. Their efforts, money and foresighted instinct was a sure enough gamble.

Right among the advertisers of schools and colleges we find advertising builders of the same calibre as those railroad men. Fortunately we have only a few builders who are building for the present and not for the future. These look for immediate results and are not content with what their present efforts will mean to them in the future.

Don't get discouraged after you have laid the first few ties of advertising. Keep building -- building forward and forward -- onward toward reputation. The future can never be obliterated and washed away if built on the solid foundation of advertising.

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The printed word is the word which survives, and efficient advertising is a form of printed word never to be forgotten. Master it. Don't let your past one time effort in * * * * defer you from repeating your effort NOW -- the psychological time when your efforts count to the greatest degree. Remember it's the repeated effort rightly applied which makes your future position sure.

Of all the qualities which make for success, intelligent, tactful perseverance is the most valuable. Any amount of engineering skill will not in itself build a railroad. No amount of tact in itself will convert financial ability into raising money and bringing about success. There must be a combination of knowing how, the ability to do, and the PERSEVERANCE in doing.

Very truly yours.

P.S. * * * * * * is the Twentieth

Century Limited carrying your advertisement direct into the American homes.

No stops. The next available issue arrives

September 10th. Its advertising pages leave the 17th inst.

381 Fourth Avenue · New York

SET IN ENGRAVERS OLD ENGLISH BOLD SCHULL ORNAMENTS

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  this for receiver i. as which closes October 15th.
                                             sit ri ht down and write me now. No time better than
    the present.
```

Very truly yours,

ATLANTA CITY DIRECTORY CO.

3000

Bell Telephone M. 1161 and 3026

61 1-2 E. ALABAMA STREET
ATLANTA, GA.

ET IN CLEARFACE OCTHIC MONOTONE BORDER INLAND BORDER

Gentlemen: -

Could you use the services of a most faithful, indistant, polite, tireless, never-los -a.-order ral sloy' - the-j b sales in: one the ill work account in the lay, day in injustively hour of the year without providing, pushing, or per-misites?

We can furnish you such a salegman. It is Tho * * * * thru its "Classified Business" department.

This Classified Pusiness Department is the only no plete "Buyers Guide" obtainable of the City of * * * * * . 'very buyor, be he stranger or citizen, must consult it if he would know who is selling what he wants to buy: or obtain the most and best for his money.

If you are represented in it, under such classifications as would cover your business, you will urely to any chances to sell your goods that you may miss if not represented.

Each classification is equivalent to a salar an: or an open door, thru which the world can buy your good.

The cost of each cla sification or cal corporation or cal corporation of corporation of cal corporation or c

We onclose a sample illustration the vicable you: viile this shows many different of the vicable of the one of the vicable of the properties of the vicable of the vicable

The * * * * * * * City Directory is co-ultal are five million times a year: don't you think that it be onth \$2 a year to have a chance at thit may opportunities to do business? If you do, ring up M. 1161.

Rospectfully,

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BELL TELEPHONE M. 1161 AND 3260

ATLANTA CITY DIRECTORY CO.

MAILING LISTS FURNISHED

OF ALL VOCATIONS IN ANY PART OF THE WORLD. CIRCULARS ADDRESSED AND MAILED
CURRENT DIRECTORIES OF ALL IMPORTANT CITIES IN THE UNITED STATES
AND CANADA, ALSO SOME OF OTHER COUNTRIES, ON FILE FOR

MEMBER ASSOCIATION
AMERICAN DIRECTORY PUBLISHEDS

61% E. ALABAMA STREET

ATLANTA, GA.

SET IN ENDRAYERS SHADED AND CARD MERCANTILE

Gentlemen: -

One million readers a day for \$14.00. Are you interested?

On April 10th we made you an exceptional advertising offer: to cover all the cities of America for you, on one order and one electro.

We know the offer is large, but we also know the cost is small, and we know the service is good, because it reaches the best class of people in the world: the office and store workers of America - the very people who buy your goods.

We can offer you one million (1,000,000) money-making and spending people every day, who will READ your advertisement, at the most favorable time for you - the time when they are in the buying mood - when they need your goods - when they have all the facilities for buying at hand - the Telephone, Bookkeeper, Stenographer, Clerk, Check Book, and Office Boy, the combination is perfect: and it holds good every minute, of every hour, of every working day in the year.

You can try this service in one town in one State, or in all the towns of all the States, at a cost of from \$10.00 up.

Compare our cost with that of any other respectable printing advertising medium.

Compare our readers, the Merchants, Lawyers, Physicians, Ministers, Buyers, Bookkeepers, Credit Men, Stenographers: in a word the entire progressive commercial element of America: with those of any other medium - then send us your first order you'll repeat - we know it.

Respectfully,

Atlanta City Directory Company



Mailing Lists furnished from all over the World

CIRCULARS ADDRESSED AND MAILED. CURRENT DIRECTORIES OF ALL LARGE CITIES IN UNITED STATES AND CANADA, ALSO SOME OF OTHER COUNTRIES ON FILE FOR THE FREE REFERENCE USE OF PATRONS



JOSEPH W. HILL, President WALTER O. FOOTE, Secretary

· · MEMBER ASSOCIATION OF AMERICAN DIRECTORY PUBLISHERS

Bell Telephone M. 1161 and 3026

611/2 E. Alabama Street

Atlanta, Ga.

SET IN HEMBERS OF THE BOODNI FAMILY VERSATILE GRNAMENTS

Gentlemen: -

Wouldn't you like to talk your goods, to all of the dwellers, in all of the Cities, of all America, every minute of every day in the year?

Talk to about 30 million people, at a cost of 14 dollars a day, in a space the size of a standard magazine page?

That is just wast we can offer you: the entire Urban population of America: or any portion of it, at proportionally above mentioned cost.

This is a fact: we are prepared to cover practically every city in America, every day in the year, with a $\frac{1}{4} - \frac{1}{2}$ or full page adv. at a cost of from 4 to 14 dollars a day, and do it thru the most representative, respectable, and thoroly read medium in each town - the CITY DIRECTORY.

One order, one electro and one oheck secures the service.

You can use your magazine "copy" if you wish.

Your o'n home Directory Company and the "Association of Americ a Directory Publishers," representing 10 million dollars, guarantee the faithful fulfillment of your order.

This offer is made you, because your goods appeal to the office and store workers: whom we approach at a new and favorable time, they do their buying either coming from or while at their place of business and our Directories are their constant companion during all their working hours, therefore the shortest link between buyer and seller.

May we give you more details, and good reasons why you could use City Directories profitably?

Respectfully.

THE PHELPS PUBLISHING COMPANY

PUBLISHERS

Farm and Home

A NATIONAL SEMI-MONTHLY

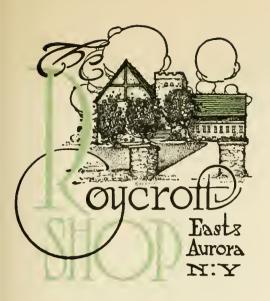
SET IN MEMBERS OF THE LITHO FAMILY AMERICAN TYPE FOUNDERS COMPANY

Gentlemen: -

In 1900 the value of an acre of corn was \$3.50. Now it is \$14.80 - an increase of 74%. The acre value of wheat, due to the higher price per bushel and to the increased yield per acre, shows an increase in farm value of 112%. The ten leading crops taken together show an increase of 72.7% in farm value. This means that the farmer who made \$1000 ten years ago, made last year \$1727 on exactly the same acreage, with the same labor and same tools. He has \$727 more that is usable for buying more land or more tools; for educating his children; for improving his buildings; and for buying various kinds of advertised products manufactured in one or all parts of the land.

* * * * * the leading national semi-monthly, with its 500,000 circulation, will introduce you to some of these farmers.

Yours very truly,



Dear Triml:-

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it will be the state of the production.

True relle,

§78



SET IN CLOISTER BLACK
CAATON INITIALS AND ORNAMENT

Saint Hyacinthus Day
7.30 A. N.

Dear Playmate:

Here is an offer that no sensible person like you can afford to resist.

Come in on it for yourself and friends before Saint Peter closes the gate.

A little bird tells me that 1911 for you will be the happiest and most prosperous year you have ever known. However, you must subscribe for THE PHILISTINE in order to get the full benefit of the vibes.

Remit by check, stamps, money-order, just as is most convenient. At the same time make a wish, which wish we warrant to come true. The mails are safe unless your letter is registered. One Dolodocci!

So let us hear from you as soon as you hit the Cosmic turf. One Taft Dolodocci.

Your sincere

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The Roycrofters

Makers of De Luxe Books, Hand-Made Furniture and Things. Printers and Publishers of The Fra, The Philistine, and Little Journeys

W.

East Aurora, Erie County, N. Y.

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Playmate in the Kindergarten of God

I am not Elijah but I am something just as good.

I am Pericles with an Aristophanes twist and a Socratic mental bias gotten from my cosmic sleep of twenty-four centuries close by the dust of the gentlemen just referred to.

I know more than Plato, Pliny, Paul, Socrates, Seneca, or Shakespeare, because I live later.

I am fifty years old and have never been sick a day - having never read a medical advertisement nor consulted a physician. I have not missed a meal excepting thru inability of access.

I have never failed in a business venture nor had a fire. I have made millions for others and all I want for myself.

I have been offered a salary of fifty thousand dollars a year if I would turn over to a Literary Syndicate all I write.

I declined the offer because I want to be a farmer and write the Choice Stuff just for two publications - "The Philistine" and the "Little Journeys" - price Two Dollars a year for the two and a De Luxe Roycroft book for yourself, gratis.

It's your move!

Yours truly,

Barrister Publishing Co. 250 West 54th Street New York City

SET IN CHELTENHAM ITALIC

Dear Sir: -

This is frankly a brief for newspaper advertising.

The daily newspaper is not the most effective advertising medium for all purposes. For reaching the unafacturer, a trade margine often is superior. For reaching certain closely restricted classes of retailers, circularization is an excellent m thod.

But for reaching the large general body of the "Ultimate Consumers," there is no medium even to rival the newspaper.

This is true because to interest, to convince, and to compel response from the uitimate consumers, their attention must first be caught and then fixed by constant reliable and repetition. This can be done only through the november, for the public has become accoustomed to consult the divertising columns of the newspaper, which is the universal and natural medical for announcements regarding articles of daily and frequent need.

This Association of newspapers will be glad to give you information about the value of the right kind of not oner advertising. Are you sufficiently interested to ask that we said it? Do you wish to have our representative call?

Purhaps you believe that the cost of general edvertici in the propers would be prohibitive. We may be able to explain the "limited section" method.

Very truly,

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The Illuminating Record



A Monthly Journal of Scientific Illumination

ILLUMINATING RECORD PUBLISHING CO.
Write for Advertising Rates • 983 CLARK STREET, CHICAGO, ILL.



Bated &

b

SET IN ENDRAVERS OLD ENGLISH, RECUT CASION AND RECUT CASION STALIG CHMURT EGRORE RENAISSANCE DRHAMENTS CHAP-BOOK OUSDOMS AMERICAN TYPE FOUNDERS COMPANY.

Dar Cir:-

To i.cr e current consumption is the everlecting problem of can all stations. That is the ** * * * * point April is to will end or consumption is the everlecting problem.

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Yours truly,



A Monthly Journal of Scientific Illumination

BET IN ENDRAYERS OLD ENDLISH BOLD VERSATILE ORNAMENTS ART-TILES AND OUTLINE ART-TILES CHAP BOOK DUIDONS AMERICAN TYPE FOUNDERS CONPANY

Dear Sir:-

How often have you said to your sales staff: "Stick closely where the orders come from."

Most of them come directly or indirectly through architects. If more of them would specify your goods the year round, what a fine showing for your sales account!

To have your men in every architect's office long enough, often enough, and just at the right time, is impossible.

But you can do better. You can talk to every architect and always at the right time. While "incubating" a proposed building, he looks for suggestions in "The * * * * * * *, particularly in our Apartment House number.

It gives him ideas he can use for mansion or cottage. It shows him masterstrokes in space utilization, conveniences and building methods. He provedly consults the advertising section, too. Talk to him there.

Can you impress so many architects so opportunely, so effectively, so economically in any other way?

Isn't this opportunity too valuable to miss? Let us explain what a sales auxiliary our service is to you.

"Listen" to the enclosed card --before the forms close for this issue, Nov. * * * * * *, the most important number of the year. If you send the card now, you won't forget about it and you get this sales-information by return mail.

Very truly yours,

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THE ILLUMINATING RECORD

A MONTHLY JOURNAL OF SCIENTIFIC ILLUMINATION

ILLUMINATING RECORD PUBLISHING COMPANY

983 CLARK STREET, CHICAGO

BET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Gentlemen: -

You want the CONTRACTORS'--THE SUPPLY DEALERS' and the JOBBERS' business. You are, doubtless, going after it vigorously. There is your personal representative--your literature--your followup and your house organ, probably. All are very good. All are essentials to realize a gain in your sales. But do not overlook taking into consideration the value of the trade paper.

The editorial matter in any technical journal readily discloses the character of its circulation and therefore its adaptability or non-adaptability to your particular needs.

Analyze the editorial matter in * * * * and you will find it of exceptional value to you as an advertising medium.

* * * is published by former Electrical Contractors for Electrical Contractors and its vital editorial matter has made it indispensable to 5,000 of them in the United States and Canada. It is pre-eminently your particular medium--for the reason that it so effectively and extensively covers the ELECTRICAL CONSTRUCTION FIELD. YOUR FIELD.

Very truly yours,



THE ILLUMINATING RECORD

A Monthly Journal of Scientific Illumination

ILLUMINATING RECORD PUBLISHING COMPANY 983 Clark Street, Chicago

SET IN THE LITHO FAMILY VERSATILE ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

What about your adverti i..? The untilled farm yields no grain, the idle factory pro ican no divided, the unrad advertise ent supplies no motive poler to your selling campaign.

Your bu iness success derends 1 rely on two thi rs.

Equipment made as well as you can make it and advertising as good as your money can buy.

Glance through the pages of the sample copy we are mailing you to-day and you will be convinced not only of the magnitude of the field, but also of the superiority of * * * as an advertising medium.

Our "r. * * * * * * who called on you recently, states that you expect to deal with your advertising for 1 11 in a few days. We then for enclose our advertising the card and shall be glad to have your order for at least half a page.

Wishing you the compliments of the season, we are,

Yours very truly,

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The Business Man's Publishing Company, Ltd.

BUSINESS

A Magazine for Office, Store and Factory

Detroit, Mich.

BET IN MEMBERS OF THE CHELTENHAM FAMILY VERSATILE BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sir-

The Datroit United Railway has a great system - as you know.

And their General Auditor, Mr. * * * * *, i rite a fellow - in Street Rail, y Circles especially.

"Teening Track of The Flusive Mick 1" is the till of Mr. * * * * * sarticle, which will appear in the 1-v or issue of our Magazine, * * * * * *.

* * * * * is a Magazire for Office, Store an Totory - and that means Street R ilway Offices as much as are at ar. Each and Every issue pulsates with articles for every kind of a Fusiness Man.

Special attention is given problems in Accounting - and this is an important item in Street railroaling.

Keeping track of the elusive nickel is a big problem in your busines - where it is these very nickels that is bulk make up the dey's profits.

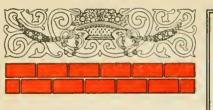
Ole idea - one thought - one fact or suggestion iv .
you in r. * * * * * * sarticle may easily this of
dollar for you if prompty applied to war r.

And y t we off r our November issue co to income. Mr. * * * * * * sarticle - with elv oth r i. (-each month) - each one containing live and intersting articles - all for the sall sum of only 1.

And i you int the book illustrated midnarial in the eclosed circular - simply refer to the resolution.

Don't let your interest in the At the City of vectors at your former to say your left of the sub-cription to * * * * * * *, beginning with the subject of KEEPING TRACK OF THE PROTECTION L!

Respectfully yours,



BUSINESS A MACAZINE FOR OFFICE STORE AND FACTORY

MAGAZINE FOR OFFICE, STORE AND FACTORY

The Business Man's Publishing Co. Ltd.



Detroit, Mich.

SET IN CONDENSED FOSTER AND CONDENSED WESS
REMAISSANCE DRIAMENTS - ART-TILES AND OUTLINE ART-TILES
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Beginning on page 404 in November issue of * * * * * you will find an article from which you can get an idea that you can apply to your own business.

This article outlines clearly a principle that I believe can be made to mean hundreds of dollars for you. And this is only a sample of the kind of articles appearing every month in this magazine.

Only \$1 secures the magazine for a year. Send us your order to-day; and if you find you cannot make valuable use of the special article we are here calling to your attention, or are not satisfied in every way with the magazine, you may have your money back without question.

Convenient coupon is enclosed -- simply sign this and forward to us with only \$1.

Please show the Daisy Air Rifle offer to some boy who might be interested. "Remember the boy."

Yours very truly,

P.S. If you send \$1.50 we will enter your subscription to * * * * * for one year and also send you a copy of * * * * splendid new 252 page book entitled * * * * * *. Your money back if not satisfied.



Office and Factory Magazine

The Business Man's Publishing Co. Ltd.



J. H. LYTLE, Manager

Detroit, Mich.

BET IN MEMBERS OF THE CENTURY FAMILY BTRATHMORE ORNAMENTS MERCANTILE BO AMERICAN TYPE FOUNDERS COMPANY

Mr. Retailer:-

Mr. * * * * * *, editor of The * * * * *, has just written a new book that will help you run your store to make more money.

As a special introductory offer, for a limited time, we are offering this splendid 252 page book with a year's subscription to our magazine for only \$1.50 (see enclosed circular).

The current issue of * * * * * contains an article entitled "HOW HE SOLD THE SURPLUS STOCK" by * * * * * *. This is a great article and you should see it. This same issue also contains an article entitled "RETAIL SCHEMES THAT BUILD TRADE," by * * * * * *, and we are sure you will both enjoy it and find it valuable.

Let us hear from you within 10 days if you wish your subscription to start with the current November issue. The magazine alone is \$1 per year. With * * * * * book the price is \$1.50. Send yours now. Use enclosed coupon.

Yours respectfully,



BUSINESS

A Modern Magazine for the Office, Store and Factory



THE BUSINESS MAN'S PUBLISHING CO.

J. H. LYTLE, Sales Manager

Detroit, Mich.

SET IN MEMBERS OF THE CENTURY FAMILY
VERSATILE ORNAMENTS MERCANTILE BORDER MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Su' criber:-

v c . 78 50%.

Just lo days left to get * * * * * at only \$1 per

For it welly no one can subscribe for less than the new rat of ... O per year after February 1st.

I t if you send only \$1 and it reaches us on or before F br , 1 t, we will renew your subscription to * * * * * for c y r at the current rate.

The enclosed circular gives you another offer. "* * * * is one of the most widely discussed books of the hour. If you could know Mr. * * * * * personally, as I do, you would grant ciate how he is just the one man out of a thousand to live the world such a wonderfully interesting and valuable book -- you need it whether you are a salesman or not.

This is sirply an "offer letter." We've not said much about the regazine -- you know what it is, after reading it the pet year. We've notified you once that your subscription again this month. Now I simply want to impress upon you the necessity of giving this matter immediate attention. Cert inly you don't want to pay the higher rate, when you can the advantage of the lower if you but will.

But re ember this -- every offer in this or any other recent latter is positively withdrawn on and after February 1st, 1912; after which date the subscription price to * * * becomes straight 1.50 per year.

So don't for anything in the world even hesitate long enough to miss this very last offer. Make up your mind which of the above you want -- then act on it right away.

Yours cordially.

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THE PELTON PUBLISHING CO. GENERAL OFFICES: WILCOX BLOCK

MERIDEN, CONN.

SET IN COPPERPLATE ROMAN
THE H. C. HANSEN TYPE FOUNDRY
SOSTON AND NEW YORK

Dear Sir:-

The preatest gare in the world is the gare of RRAINS. The lest linds will the birest prizes (dollars). "* * * * " explains subtle vers for short-cutting to brainy chility-to a most erfully doubt non-money-writing find. While thousands of "average" " for t diously we ting out the years to be admitted through the criticold "or three and gaes ork entrance," this results he guidebold will show you a private side entrance than he which you till is diately step into the midst of the e--a skillful player.

"* * * * * " lit ra'ly bouch s aside all former attempts to mould a minus mild so that he passed as that something which rime third or his day. It is a synthethich
defies descripte. It or minuth it are not the
straight, shirt my to all ty to the passed as if you don't
know this list, promitted this are figured;
them--it is in a first or out a weether a passion volument. The FIU GOIL to the passion volument.

Will you said for your "* * * * * " TO-DAY, and relize AT O.CR the service is venta, selfoy a by the who have the bol? First, constitutes for pleased or errorm a few people to the left to the term of just a little, rather than to just a their fitters symmetrics sterpiece. Why should they have this great dollar-attracting magnet any lore than you?

I know you will ORPTR AT ONCE, because "* * * * * * backed up al y cliis--you found it a grand good investment. This new book on financial success rultiplies that by about 100.

Sign and mail the order RTGHT V; quies of a counts. You know I soll all of the volume study systems on the plan of: "Your money back in you want it."

Yours truly,

§82

The Pelton Publishing Company

respondence instruction in Business Psychology

The Power-Books get maximum power and efficiency from their brains



MACFARLANO BULFINCH ATTRACTOR TWELVE POINT BORDER NO. 207 AMERICAN TYPE FOUNDERS COMPANY

General Offices: WILCOX BLOCK

Meriden, Conn.

Dear Sir: -

If I could open an office in your town to-day and display the pages of that powerful system "* * * * * tomorrow your business associates, and every financial success seeker in the vicinity would be at the doors clamoring to buy the volume. You'd be there too.

"* * * * * * will increase your ex cutive ability; it

will enlarge your capacity for being a leader, instant of a follower. Its hundreds of wonderful pag s produce a rare power for solving the thousand-sided problem of BIG SUCCESS in any business, trade or profession. The accompanying circular indicates what a monumental work this is; it shows the almost unbelievable range of instructions. When you examine

the book you'll find it contains even more than here listed.

No wonder Mr. * * * * * Manager of the * * * * *

Co. at * * * * * , writes: "It should be put into a correspondence course and sold at \$30." No wonder Mr. * * * * * * of * * * * * Bros. Co. of * * * * * , Wash., Writes: "It is so superlatively splendid that I find the task of trying to describe it a bit too great." Business men of America are surprised at the mental resources they reach through its pages.

I have only 160 copies of the first edition left. (A remarkable record is the fact that out of the 840 copies already sold, only one has been returned for refund.) You should send for your copy at once. You may have urgent uses for your money; you may be "short" (ch, this ever-present "shortness" which we all experience); you may raise a dozen objections to IMMEDIATE ACTION, but - you'd cuickly brush the whole flock into oblivion ONCE THE BIG BOOK WAS IN YOUR POSSESSION.

If I could write the magic words that would induce you to send for this elaborate system, it would be worth about

\$1 to me; to you it would be worth \$1,000 plus.
"* * * " is far more than a business manual - it is one of the greatest works that modern times has developed on practical psychology and success-power. Sign and mail the enclosed order form. Your money back, if you'll return the book.

Yours for real business power,

§82 [396]

The Pelton Publishing Company The Power-Books



Which show men how to get maximum power and efficiency from their brains. Standard textbook and correspondence instruction in Business Psychology.

General Offices: WILCOX BLOCK

MERIDEN, CONN.

SET IN CLOISTER BLACK AND BOOKMAN OLDSTYLE SOOKMAN ORNAMENT HAPOOOD FLORETS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

The big A. A. C. Boston convention is over: - you're back at your desk, with your mind set upon making the coming fall and winter business "the best ever."

Above all the echoes of that wonderful gathering of advertising intellects you want to hear the practical note - the actual bring-in-the-dollar benefit. To me, nothing stands out quite so strong as the statement made Tuesday afternoon by Herbert Houston, when he said, in effect: "We must have education in our advertising art; our whole advance to groater success is to be made through a better understanding of the power of mind."

Right he was. The knowledge of our own mental powers, and other people's; how best to develop, direct and dominate minds - therein hid s the secret of more success in advertising - or any other branch of human advancement.

For this reason you will be mighty glad to read the message which I now send, introducing those wonderful study-syst ms on the Mind - the world-famous * * * * * * BOOKS which were formulated after years of careful study and painstaking research by the Thilosopher-scientist * * * * *. And the happy side of this is the fact - that in the advertising world the very leaders themselves own these books and praise them highly.

§82

When such men as E. St. Elmo Lewis, Chas. W. Mears of Winton Motor Car Co., Thos. E. Dockrell - that titanic whirlwind of advertising mentality of New York City - Geo. Batten, and others of nationally known ability - send for these volumes, study them, pay their good dollars for them -- and even go so far as to write comendations - then no man holding a responsible advertising position vill "wonder if they're good." That's a foregone conclusion.

So, to-day I am sending you a folder describing the "* * * " and "* * * * * " - and the effortunity is yours to own the books. They will increase your executive ability, give you a recentably creative mind, develop management of men, increase brains efficiency, enable you to successfully sing daring deals and add an aggressive originality to all your business operations.

You know the expense of "follow-up"; why not say "yes" right now, sign the order form, and let the books come to you for five days' critical exalination. Then decide which you need the rost - the few dollars or the 1,000 pages of entirely now, dollar-vining, leadership-insuring, boost-you-ahead knowledge.

Yours for Advertising Power,

The Pelton Publishing Company

Seneral Offices: Wilcox Block Meriden, Conn.

RET IN CLDISTER RLACK RULFINCH BORDER PANEL BORDER AMERICAN TYPE FDUNDERS COMPANY

(This "form letter" means more to you than any "personally conducted" you ever real.)

Dear Sir:-

All day long--from the minute your mind the start ill early in the morning, until you quit the game lat.
--you're figuring on ways to sell more goods, to it is trade, to possess more executive ability, to be a start BUSIMESS BUILDER.

This is the one great heart and soul aim of which you are ever collicious—the mastery of your business, to supreacy in your line, and the steady year—i.—out increase of financial income. You'd willing few minutes to learn new ways of directing a largour mental energies so as to eliminate waste motion—make every move count for 100% PROGRESS.

Did you ever stop to think that the aver 30 mm 1 mastes more energy than the worst old rattlo- 1 mm 2 that ever squand red good star? It's t're apply your brain-polars-hold to think, hold or 1 conserve mental energy, how to conserve mental energy, how to conserve mental energy, how to conserve mental energy how to conserve mental ener

There's only one thing in the world text will a dollar for you-th t's the fifty or satistic gray after in your head. There's only can make the dollars for every one you're a line of "only hay" is by plying certain laws for better "trinks" from this mysterious substance.

A brilliant scientist, who is also a practical description

man, has told what these laws are and how to apply them to your own business. He has put the remarkable results of twenty years research in the realm of mental power multiplied, into two great volumes of instruction—and allowed the business and professional men of America to have the advantage of this powerful knowledge.

By devoting ten or fifteen minutes daily to their inspiring pages, you will acquire new viewpoints and methods for the use of Financial Power, you will increase your ability as an Executive, you will develop Brainy Ways of winning in business affairs, and build a Creative Intellect which will surprise you.

When you read the enclosed commendations from some of the high masters of advertising and business-building, and see the long lists of brainy men of wide reputation who have purchased these powerful books--then you'll know there must be something of an unusual nature revealed by their 1000 pages.

ACCEPT THIS LIBERAL OFFER AT ONCE! READ THESE BOOKS "ON ME."

Just to prove the unlimited value of these books, and to make it clear to you that I am not dealing in afraid-to-

come-out-in-the-light propositions, I now offer you both books on TEN DAYS APPROVAL. If you decide to keep them, send a check in 10 or 15 days; if you can possibly persuade yourself to part with them, simply notify me and I'll send you return charges.

Could any offer be more liberal? At no stage do you advance a penny, unless you decide to purchase. Isn't this the "show me" kind of a proposition that you like to accept? I stand all the risk.

Don't be blinded by indifference or "wonder if they are any good" and then forget all about them. Just sign your name NOW to the "on approval" order form. You will then have opportunity to see for yourself what it is about these unusual books which convinces the leaders themselves that they can get new knowledge and power worth hundreds of dollars.

Your set is waiting for you: will you send for it RIGHT NOW?

Yours for Success,

P.S. Here's an illustration of how it works out:

"We have received the books you sent on approval.

"Please send three more sets at once. These are

"quite the best business books we have come across."

D. WEEKS & CO.

Manuf'g. Pharmacists

RINTERS' INK BLISHING CO.

PRINTERS' INK, The Weekly Journal of Advertising

CHICAGO 1206 Boves Building Geo. B. Hische, Manager BOSTON, 2 Beecon Street Julius Matthews, Manager ST. LOUIS, Third National Bank Bldg. A. D. McKinney, Manager ATLANTA, Cendler Building Gen. M. Knkn. Manager PHILADELPHIA, Lafayette Building MONTRBAL, QUE., Le Presse Building
J. J. Gibbone, Manager

POOLE PRINTING CO., BOSTON, MASS.

12 West 31st Street

New York

Dear Sir:-

It is rearly three years are that I happened to notice at an a join to the interpretation of circumstrates of the control efficiency.

Mr. Gilbs a reed at once that such a series of articles would be on of the root in plan or using setterial ever written - that they sold be of the lous value to on in other and very distorest lises of series. Mr. Cit sas very bury. Oth r thin s were pressing for his attention,

etc., etc.
I have been after Mr. Gi hs for these articles ever since, and just nev, when I have a tacogained of ever getting his to rite them, le lead to the first i stalments. Wy will him to the first i stalments. under the tite, " , " of the Color by Gets leading of the I are the color by the co

t vill t' 'O' r t '' ros hrv it rtid this time some state on the transplant of the country.

to a product of the country.

to a count artice, the is a control of order for Police S'

I K lor o y r. 2 10 52 is a column atter in a column sock by week.

Very truly yours,

[402]

Printers' Ink Publishing Company

PRINTERS' INK, The Weekly Journal of Advertising Too. 12 West 31st Street, New York

SET IN ENGRAVERS OLD ENGLISH AND RECUT CASLON CHAP-BOOK QUICONS

Dated ¶

J

Dear Mr. Jones :-

One of our star contributors has become a farmer. A couple of y ars ago, J les H. Collins bought a 240-acre farm up in the Barkshi es and the pork of lutting it in collition has brought him into the market for all sorts of things.

In TRINTTRS' I'X for Septo ber 28th, 'r. Collins will throw vary interesting light upon the far or as a purchaser of advertised goods. The title of the article will be:

"THE WIAK SPOT IN GETTING COUITRY TRADE."

You know how Jan. H. Collins holds the interest of the reader on any subject that he there's and here is a litter that he feels do ly amut. His trin will be right from the inside a bit is one to do advertises a world of rood because it will wave the up as to the right way of going after the larger's patron ge.

There will be other good things in our Sept mber 29th issue on to pricultical writing situation. You or other to be remained by the last and production of the control of t

Forms close Scpte ber 22nd.

Yours truly,

J. M. HOPKINS, General Manager

Printers' Ink Publishing Company

PRINTERS' INK, The Weekly Journal of Advertising



12 West 31st Street
New York

SET IN MEMRERS OF THE CLEARFACE FAMILY MONOTONE BORDER POOLE PRINTING CO., BOSTON, MASS.

To the Advertising or Sales Manager,

Dear Sir:-

We are so sure that we have a good thing in these Hotchkin articles that we are sending you the first one complete, just as it was printed in PRINTERS' INK for October 12th. When you read it you will agree that it is pretty live information.

There's more to follow. We are so certain that you'll want it -- and the other coming features in PRINTERS' INK -- that we have printed this little circular just to give you another chance to subscribe while the Hotchkin articles are current.

When you come to the end of the articles you will find a blank. Won't you sign it, please?

Very truly,

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Printers' Ink Publishing Company

Printers' Ink

The Weekly Journal of Advertising

12 West 31st Street

New York City

SET IN CHAUCER TEXT AND BOOKMAN DEDSTYLE AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

By having joined an advertising club, you show that you are interested in the science and art of advertising and that you consider it worth while to keep in touch with other advertising men, to know what they are doing and thinking about.

That is precisely the basis of PRINTERS' INK'S appeal and that is why we are writing you to invite your subscription to the recognized organ of advertising interests everywhere. In fact, PRINTERS' INK itself is a great big advertising forum and at its weekly meetings the best and brainiest men in the business all over the country exchange experiences. There isn't an issue from which you can't get inspiration, suggestion and practical help in the every-day problems of sales-promotion.

In PRINTERS' INK of March 23rd, S. C. Dobbs of Coca-Cola and president of the national organization of advertising clubs will have an article which you will want to see. It is a direct talk to members of advertising clubs and all workers in the advertising profession.

We suggest that you let your subscription begin with this issue. You can send us your order for six months (26 issues) at \$1.00 or for an entire year (52 issues) at \$2.00. A good way to close up the transaction quickly is to tuck a two-dollar bill in with this letter and mail to us at above address.

PRINTERS' INK contains too much that is live and vital for any one interested in advertising to try to get along without it.

Yours very truly,

The Ladies' Home Journal The Saturday Evening Post The Country Gentleman

NEW YORK CITY

SET IN CENTURY OLDSTYLE BOLD AND CENTURY OLDSTYLE ITALIC CENTURY BORDER VERSATILE INITIAL POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

When you send your sal a en on the road what can you furnish them as sales argue its that your cometitor cannot give?

You buy your raw material largely from the same sources. You keep a nut what the other fellow plys for his lather. You all hive standard equipment, it is good shoes and the same line of achieves. You aveyour later the size prices as other manufacturers in your city.

Formerly so e concerns e celled others in selling methods, but shoe salous plip to-day is fairly standard. Your men may be excelled to be sold, but your of positions have men equally as good - or or neget the . The difference is almost negligible.

What arguent, then, can your travellers use to sell your shows so except rrice, or all price is different by the efficiency of your inside organization, by your ability to pare costs, by utilizing every by-product, and by purchasing in huge volumes.

Mere price alone to-day is no object to the intelligent retailer. Low price alone is not a compelling argument to the confumers who wear your shoes. They are not trained to appreciate relative values. They don't know a blucher from a bal.

You don't buy the cheapest automobile on the market, yet you know more about the leading automobiles, complex as they are, than the public knows about shoes.

And so there are not rany differences in the consumer's mind between you and your co betitor, unless you make those differences by your brains and not by your hands.

Your efficiency problems are up to you. If you can solve them you can sell your shoes where others fail. The

high standard of efficiency read a by a few - a viry firemanufacturing of such high little reading alers in a viry to high or all little reading up with the efficient concinque its efficiency and a more permanent trade connection.

Volum of tusing tend to note a minufacturer consider efficiency police. With ut volume there is less incertive. The average minifactor of short, and therefore not this efficiency.

There is one recourse left to him in selling his product. There is the thing of the thing his product. There is the thing of the thing his product. There is a selling his product. The selling his product is a selling his product. The selling his product is a selling his product. The selling his product is a selling his product. The selling his product is a selling his product. The selling his product his selling his product. The selling his product his selling his product. The selling his product his selling his selling his product his selling his his his his his

Grant d that your product is so d, your sole min don't have to a good and the other fill whally on a rial, style of a real that your should be presupered to the product of the product of the product of the should be along know, and he had been from me?

Last y raf wr winter rs of the r sixt \$\frac{1}{2},471 in adverting in the least controllication of gardle s of vit the following results to the results of the controllication of the controllication of the results of

Very truly yours,

THE CURTIS PUBLISHING CO.



THE LADIES' HOME JOURNAL THE SATURDAY EVENING POST THE COUNTRY GENTLEMAN



ADVERTISING DEPARTMENT, Edward W. Hazen, Advertising Director, 1 Madison Avenue, New York

SET IN CURTIS-POST AND POST OLDSTYLE ROMAN NO. 1 LITMOTONE SRASS RULE AMERICAN TYPE FOUNDERS COMPANY

Barristers Hall

Boston

Dear Sir: -

The fakir and the business charlatan often advertise. Their advertisements are usually striking, cleverly worded and wonderfully effective.

The patent medicine quack and the bonanza copper mining or real estate promoter are pre-eminently guided by the salesman's instinct. They use with avidity the greatest selling force of to-day -- advertising. And when they fail -- for in the end their Nemesis overtakes them -- their failure is due to rotten goods, dishonest merchandise, and false representation. Their very success in turning the spotlight of publicity upon their business eventually wrecks them.

Now you, as an honest manufacturer of honest goods with a narrow manufacturing margin of profit, look on the grafter and patent medicine thief with aversion. And do you not sometimes regard the force of advertising also in the same way?

You can't put out your goods in a bottle that costs some few cents and sell it for a dollar.

Or you may know of some case where a man bought twelveand-a-half-cent hosiery and sold it for a quarter -- by advertising. Or you may know of an indifferent make of underwear that outsells more worthy goods -- because of advertising.

You predict for these manufacturers an eventual failure -- and so do we.

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But because advertising has often made tremendous first sales for an unworthy article -- why underestimate the force of advertising legitimately used? Even the force of gravity has been used to hang men. And the force of advertising has made Ivory, Colgate, Heinz, Stoinway, Sapolio, Uneeda, Victor, Gold Medal, Tiffany, Packard, Armour and Walter Baker.

Very few commodities or business enterprises could endure and grow -- or first sales alone. You want permonent customers, not just first sales to transients.

We also want present customers. We are not interested in castal adv rtisers.

We want to interest the makers of honest textiles -- we do not ant any other sort. Our experience shows indisputably that unless the quality is in the goods, advirtising will not make a promane t success. Our experience lead shows that intelligent, possist at advertising will, with common-sense merchandising, market a good line profitably.

If we can so advise you that a great selling success may be built for you in the next five years, it will not ke for your profit and business security. It will make for us another successful and permanent customer.

It is to our interest to put our experience at the service of the maker of honest goods. Will your line warrant reorder after re-order -- if we can secure their introduction to 3,314,000 American homes?

Very truly yours,

The Curtis Publishing Company

PHILADELPHIA
INDEPENDENCE SQUARE
ROBERT L. BARROWS, MANAGER

NEW YORK I MADISON AVENUE WILLIAM A. PATTERSON, MANAGER THE LADIES' HOME JOURNAL THE SATURDAY EVENING POST THE COUNTRY GENTLEMAN

CHICAGO
HOME INSURANCE BUILDING
WILLIAM BOYD, MANAGER

BOSTON
BARRISTERS HALL
STANLEY R. LATSHAW, MANAGER

SET IN MEMBERS OF THE BOOON! FAMILY

1 Madison Avenue
New York City

Gentl ma '-

And her great commission house has closed its doors.

The main of mills "selling direct" is increasing part of includes a ny of the lead as.

five zo -- that any such "revolutionary" clange would the large would

a colition and power of the jobber has also changed
a colition of the domination look rik
jo to the graph of the domination look rik
jo to the graph of the look as "jobers"
to control mills and do much of their own losigning
and st

C is ion houses are changing.

Johners are changing.

retailers are also changing their selling methods.

The transfer story is buy almost entirely from first,

had a roll to dy of receive stocks is gone in var. One of

the tores evan refuses its buyers stock room. Stock

if the roll stand on the floor until sold.

Grand charges have forced themselves on every distributing a lling factor and must next force themselves on the course.

Mills in the future must be of one of two classes --

(a) Wills that dominate.

(b) Mills that are dominated.

The majority of course will belong to the latter class. They will r be whatever goods the converter or jobber may order. They will organize, design, style, finish and pack as they are ordered to. They will run full time when goods are scarce, and half time when Schedule K or cotton futures made the buyers hold off. Their profits will be made wholly from superior manufacturing ability or from successful speculation in cotton, wool or silk.

The first class of mills will be few in number. They will to ye goods but will soll them. Ultimeted to a reserve a suff of selections of the color of the first colors of the first colors of the following the following the first colors of the firs

The manufacturers will have a train mark.

If the distinctive raper, to s, will not boxes.

as I ..., C-...t., Feinz, Stein ay of rek rd.

The frir s on these goods will also be stand r in d.

rd friend of havy biging and length in will first.

r ct, tr de nark, demand, volu ar ling r that . . . st d rdiz d, it will make pos i l f r-t' r + dizi q i th ills.

r' d for a ce tin lous run, fewer patt its and out out, large sand greet recommendation, large sand greet recommendation.

in , they are inevitale, the areacktry. We don't know he less recoin.

to record to publications.

y a You y ave it on your proble -- without oblintions.

Yours very truly,



HOUGHTON MIFFLIN COMPANY

THE RIVERSIDE PRESS CAMBRIDGE • MASSACHUSETTS

Dear Sir:-

If you have watched a band of im igrants landing from an ocean ston r, on his mised up n to herded together in a ribro dist tin, did the town ht ever strike you his applied to the ribro dist to her exercise.

The jou ever step to the yours of that compelled the to 1 vent in their minds, are with their lass for the future?

ansvers of i "The Port of A Lord." Compute different, words by hir tot follow thout a closer of a toding of what A vice reas to the do ntrodden slies?

"Jor in Jerish 'Pele' in the ediaeval at irline of a rheorie of Buri, I may Il d from the economic of it may in a to the literal ending. It makes the literation of the matter that are the break of index to the last fed and the hand helped dill the matter of mere retyrdom of the last of mere retyrdom of a mic. carried a in a local term has no centuria of meres - the feather to of y life. To love your country are the direly, you should mow that I have been and what I have to e. In the book of my life is writh the require of your country's growthed an analyst to your doubts."

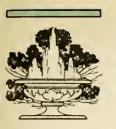
Con you imagine aryone tot wishing to read the book sull up by these words?

Con a yone fail to be bonefited by the autobiography of this yours of who braved the unknown privations of a foreign land, and before the age of thirty won a respected position among her alopted people?

Few books touch the human heart as does Mary Antin's autobiography, "The Promised Land."

Yours very truly,

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The Sheldon School

Founded by A. E. Sheldon, Formulator of the Science of Salesmanship and Business Building

OFFICES, REPUBLIC BUILDING

NUMBER TWO HUNDRED NINE STATE STREET



Chicago, Illinois

SET IN STRATHMORE OLDSTYLE STRATHMORE ORNAMENTS

Dear Sir:-

You can look over your work point by the hat you are doing and what you will to uce and your profit of a second a point of the say your goods or services.

What, the, is a least ship? You will find the a over in the little book enclosed.

The run vio st time out the control of the time three propile a gration vio. The control of the

Our satisfied clients help to the largest school in the second of the second of the school with a total measure of the second of

The use softer on his desired to desired of our ability to true to the softer of the softer trust Court Bar, desired to the softer to the soft

We beli ve in the second property of the sec

Yours very truly,

N/A

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REPUBLIC BUILDING

No. 209 STATE STREET
Chicago, Ill.

Formulator of the Science of Salesmanship and Business Building

SET IN BOOKHAN OLOSTYLE AND BOOKHAN STALIC CAXTON INITIAL AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Here is the * * * * * Book. The first chast relable to determine whether you are one of the constant of the co

of entries and page 9) till indeed to the form of the sale and the control of the contro

The remaining lessons are alike valuable to verson.

It is not we know about business that "" remaining,"
but a don't know. And the more e know is a ticin general, the better we can handle our business in a ticular.

o. pag s 18-21 (Chapter III), the value of instruction is made plain. Note that your student rich sential you to our advice and help in every data of your work, thus making the course as personal to your state it had been written for you especially.

[414]

Chapter IV (22-26) tells how * * * * * became a record-breaker sales a , how he trained and managed r. n, and finally became the first m n to gather together the first about business as a refer ion, and the large thick regain and loss therein, and to reach them logically and plainly.

Pa s 27-31 vill, I think, answer any questions passes. If not, place rite me personally. I ear. The quart you to not also page 32.

A f v wo ats enady in all the time nood front return the cours. Y as a carry a lesson booklathit.

study at o in it at a during the lunch hour, on the study at o in it returns to return the worth some by this good use of the inutes allow of the value.

appar nt r reports will interest y for appar nt r reports. The y con the results of a coll in tement in b tt r reports will interest y for a colline.

help you to get the leekind of r turns.

Yours vory truly,

AS/A

§**86** [415]



THE SHELDON SCHOOL

Founded In 1902 by A. F. Sheldon Formulator of the Science of Salesmanship and Business Building

REPUBLIC BUILDING 209 STATE STREET

Chicago, Illinois

SET IN CLEARFACE GOTHIC MONOTONE BORDER FRENCH CAST SQUARES AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

You can make payment either in cash or in small amounts --see the e closed application blan.

Whichev r plan you take, you soon finish paying us--but the results w p y you keep on coming--your increased efficiency st y with you.

You draw dividents on it every time you receive money for your service -- this year -- next year -- all the years to come.

That is the experience of every one of our patrons who is earn, t and sincere--who does his part as fully as he expects as to do ours.

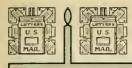
The reports of a f w of them are enclosed. They have found out for you just what our service is really worth in every-d y basiness.

The only 'ay our busine's can grow is through serving our p trees. Your interests are the fore our interests—we are here to serve you as we are serving r ny others.

In filling out the back of the enrollment form, you may write us as fully as you with. The information will be held confidential, and will aid us in serving you.

PR-6 Yours very sincerely,

[416] \$86





The Sheldon School

L. C. BALL, Assistant Secretary

Republic Building 209 State Street

Chicago, Illinois

SET IN CENTURY BOLD EXTENDED AND CENTURY BOLD ITALIC VERSATILE DRIVANENT MONOTONE BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

What would you do if you received the following letter from us?

"Ten d ys fro date s politively the last dy or white it is the resisting for you to source our Science of Brings Building."

Stop a must and do de, fair and square.

To various to rice such a litter, it is are writing you to day on a could lip is so that ther.

You are sure to 'o ore of three thing with r gard to enrolling--

You will enroll now,
Y 'll ell after amhile, or
Y will to roll at all.

The result to the the result of each incre the result of each inis the result of each inis

The cotal jet as cat leter on see-in fact we have called the control of the called the c

be n in the graph of the strength of the stren

The res 1 , it t rily ever is. This is you also out to 10 Star Fow.

Yours faithfully,

AS/1-3

THE SHELDON SCHOOL

Founded in 1902 by A. F. SHELDON, Formulator of the Science of Salesmanship and Business Building

REPUBLIC BUILDING, 209 STATE STREET, CHICAGO, ILLINOIS

TELEPHONES, HARRISON 802, LIBERTYVILLE 63 . CABLE ADDRESS, "SHELTIFICO, CHICAGO"

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J. D. KENYON, V. President
C. H. PATTISON, V. President
JAMES WOOD POGUE,
V. President
C. N. DURAND, Treasurer
A. H. SMITH, Secretary
L. C. BALL, Asst. Secretary

SET IN MEMBERS OF THE RODON! FAMILY CHAP-BOOK GUIDONS AMERICAN TYPE FOUNDERS COMPANY

Dated

)~

De r Sir:-

T r are two kinds of efficiency:

t, the kind than can do things -

the sind that can get a good price for it.

The sern what you get in return for the use of your time. I a afe guess that you either feel you ar earning restriction you get, or else that you expect to be more volume to hile.

t of the search of the search

qu'n it year elf - finding out how to make the cost of you lity and ability -

It is learning your goods or proposition so you can to the other fellow from the stand oint of his out it to the

I r ir s a retter understanding of human nature tle i thi iless mistakes are mistakes in peolle - the b ses are built on the ability to handle th -

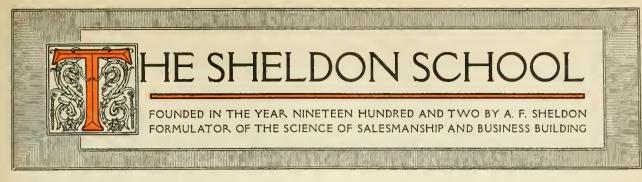
It ing how a man's mind works in deciding and a time to the your case so that others will buy, at a sivile you can give them.

t all this knowledge - in such an i fer ting
t 11 tick in your mind - by giving a * * * * *
a place in your coat pocket, and by putting
i f at a time now and then.

cont on a page a minute and an idea from every
til, is ful ideas on how to do things and how
to 'rice for it. More ideas in your work mean
to your tile and more cash on hand.

Yours very sincerely,

ASD/3



BET IN DELLA ROBRIA DELLA ROBBIA INITIAL LINEAR BORDER NO. 2 AMERICAN TYPE FOUNDERS COMPANY

REPUBLIC BUILDING, 209 STATE STREET Chicago, Illinois

Dear Sir:-

You et more pay for each working hour no the you did the first day you worked -- why?

cass you have put ore v lu into each hur of your ti e--y h v. l velop - your ficienry.

id , in efficiency out of your in id , if it is a second of your in in id , if it is a second of the second of it is a second of its a second

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of the formich to volont and in the formur of

lv lyhmtly jut hoordur ill to the hoordur Busy all ucc ful m ju d ci y

Yours very sincerely

§86 [419]

OFFICERS

A. P. SHELDON, Pres. J. D. KENYON, V. Pres. C. H. PATTISON, V. Pres. JAMES WOOD POGUE V. Pres. C. N. DURAND, Tress. A. H. SMITH, Secy. L. C. BALL, Asst. Secy.

The Sheldon School

Founded in 1902 by A. F. SHELDON, The Formulator of the Science of Salesmanship and Business Buildin

REPUBLIC BUILDING, 209 STATE STREET, CHICAGO, ILLINOIS

DIRECTORS

A. P. SHELDON J. D. KENYON

C. N. DURAND

C. II. PATTISON
JAMES WOOD POGUE

W. IRVING LAKE A. G. SHELDON

SET IN CLOISTER SLACK AND NEW CASLON ART-TILE TINT FORNERS CHAP-SOOK OUIOONS AMERICAN SYPE FOUNDERS COMPANY

Deted 8

þ

Dear Sir:-

"The making of permanent and prefitable patrons --

That is Business Building. You want to build your business and we want to build ours.

We can profitably work together. We expect to increase our business and influence by helping you increase yours.

We are the largest correspondence school in the world specializing on a simple line of training. We shall continue to grow if we continue to obey that law of business success which says: "The Science of Business is the science of service--he profits most who serves best."

We can give real service and secure confidence in ourselves only on the policy of the square deal. So we have no "cut prices" to offer--no "special inducements." Real, practical business training at a moderate price is its own inducement.

"If you get something for nothing, is it worth it?"

We offer you "goods" of proven value to you--and at the lowest possible rate consistent with the giving of real service.

Yours very sincerely,

AS/F-3

OFFICERS

A. F. SHELDON, Pres.
J. D. KENYON, Vice-Pres.
C. H. PATTISON, Vice-Pres.
JAMES WOOD POGUE,
Vice-Pres.
C. N. DURAND, Treas.
A. H. SMITH, Secy.
L. C. BALL, Asst. Secy.

The Sheldon School

Founded 1902 by A. F. SHELDON
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DIRECTORS

A. F. SHELDON
J. D. KENYON
C. N. DURAND
F. P. DYMOND
C. H. PATTISON
JAMES WOOD POGUE
W. IRVING LAKE
A. G. SHELDON

Republic Building, 209 State St., Chicago, Illinois

SET IN MACFARLAND AND MACFARLAND ITALIC

Dear Sir:-

Finding a market for your knowledge, service, skill, ideas--

Exchanging drygoods, hardware, groceries, stocks and bonds, insurance, real estate or machinery for money--

Even making a good impression on those you meet socially--

All these are Salesmanship, for a sale is an AGREFMENT OF MINDS, and a Siles in is the man to can secure confidence in hi self and his uncrtalin s--vho can build his influence and profits. From a strictly financial aid be iness standpoint, he is the one who can show other people the reason why they should part with good coin in excharge for his goods or service.

That can't be done--at least, not y till y the same place--merely by cliving or skillful juriling of words and facts--not by learning a set of rules, nor a "preserved" selling talk.

To sell to-d y, and to keep right on selling at topnotch efficiency, you need to know that a sile is only one part "proposition," but three parts "human ature"--like yours, the other fellow's, and bringing them both to agree. To find out the kind of man you are a d his you are in prive in the inthe inthe inthe inthe your or interest of the interest o

ge a rofit rent value the tity do the most good--

It is _____ CLASSIFITD--put into hinding sale from to the control of records of records and control of records and

You an't rolly doubt the state ents of six of ful the state ents of six of ful the state ents of six of ful the state ents of six of the state ents of six of ful the state ents of six of full the state ents of six of

Yours very sincerely,

AS/F4

OFFICERS

A. F. SHELDON, Pres. J. D. KENYON, V. Pres. J. W. POGUE, V. Pres. C. N. DURAND, Trees. A. H. SMITH, Secy.

L. C. BALL, Asst. Secy.

The Sheldon School

FOUNDED 1902 BY A F SHELDON

Formulator of the Science of Salesmonship and Business Building

DIRECTORS

A. F. SHELDON J. D. KENYON C. H. PATTISON JAMES WOOD POGUE W. IRVING LAKE

A. G. SHELDON



SET IN PEN PRINT DAINTY BORDER AMERICAN TYPE FOUNDERS COMPANY Republic Building, 209 State Street Chicago, Illinois

Dear Sir:-

Whether your business opportunities lose or vin for you all depends on YOU.

You have to fight for better position and big r rofits. Lots of other people want the same job you do -- e same sale -- the same customer. To fight well you must be trained well.

The * * * * * * * School trains well for busine uilding. Ten years of success prove it. Thousands of cati fied patrons heap up the evidence.

You pay for a mental equipment once, but it last a lifetime, working every day. The more you use it, the better it gets.

The sooner you get it, the more you can use it -- the more things you can got that you want.

It is our work to help you get more success. We are proud to offer you our service, because it is back d by proven ability.

Yours faithfully,

AS/H3

THE SHELDON SCHOOL

Founded 1902 by A. F. SHELDON

Formulator of the Science of Salesmanship and Business Building

Republic Building, 209 State Street

AMERICAN TYPE POUNDERS COMPANY

Chicago, Ill.

Dear Sir:-

Yor constitor - if you h ven't not his yet, you may

to-morry, adde whealight resident.

H's t ft? in t l t l t. Advurit blame him - he has the grown recorded the removal of the same success the same of th

From y u, l t, t the top be left of the property of the proper

It's a fair fi bt b to on a u and bis, ord the best man wins - the bot ran in tralling, equi t, ability, person-

ality.

ARF YOU TILL ? Or ar s of yor ffo ts "almost" successil - of your sales " last" le - a f your cust ... "] it" . 1 - 20 of your to 3 , " list" secur 3? D \sim "little 1 " soil your , j st as the call is in a the interpretation of the call is the call will give you better T INING

on ho bild y or i flue dia . - 'll i nove your F I f lars 1 retly s - 11 d v. ar ental a libercol . ILI - 111 dr cut in the faculties th t shim in a stiene and attrictive P S ALITY. It will give y u fort considence, built on sure la wl dg , th t enables y u to s v:

"I A T'AT WAY. I know why nen fill and why they succeed; I know the rethods I ust use - The et ', wedge and to 'nig I ned to 'nig I rethods in the rethods in the rethod of the ret

out to ____th_t_llov_c __t. j sit u ad take notic. I 'llov tu s vic 't * * * * * School, becaue t y are holping tour "l of r t r = records and to in ut over contition - d M f E f PET COM-PETITOR IS O E OF THE L. I conjust that a hout of the course as he con - and ke por giving him a run for his money."

Say it - ALL of it. Then DO it - why not? Yours very sincerely,

AS/H-4

[424]§86



Founded 1902 by A. F. SHELDON. Formulator of the Science of Salesmanship and Business Building

Republic Building, 209 State Street

Chicago, Ill.

LINEAR BORDER NO. 2 MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

SET IN CHURCH TEXT AND CLEARFACE

Dear Sir:-

The little booklet enclosed tells about the "Man Who Bossed Johnson.

You can "bose Johnson" better whom you know him real well.

Did you ever stop to thirk that you have some sixty different kinds of rental and bodily potens, and that each one of these sixty are used in many different ways for the doing of very differ at things?

To be able to even make these different powers would "help so c" - to know their uses and value would help more - and to know how to the hild of each element in your personality and train it to high refficiency and attractiveness would help most of al.

Whit is a use of partial for the kind of mental and hadily proof that is shown by the color of your even, the hand in the hand of your skin?

Do you known to the first and the transfer of your skin?

your well noise that it is a last the?

Do you con 'o. 'h e v ll t' mality of your e ke-up and your own n rs. al abilities fit you to do what you do?

Do you remember that strong men - able men - forceful men -

influential men - are the successful men in every line of work?

You can become thoroughly acquainted with "Johnson," you can learn to manage him - by the personality training contailed in the * * * * * Course - it is complete, thorough, intensely interesting.

And personality training is only one of the things you get in this course - there is always "the other fellow" to be considered in every deal you make - and you get his agreement quicker when you can size him up quickly and have learned beforehand how best to deal with him.

Then there is your proposition - the thing you want to do. You want to know it and to be able to tell it to others so they will know it, will agree with you and take action upon what you have shown them.

The best way to find out all about this efficiency training would be to send for The * * * * * Book - its price to you is a one cent stamp on the enclosed card - and the Government gets the stamp. We send you the book for nothing and prepay the postage.

Yours very truly,

LCB/BJ

[426]

J. Edmund Thompson

Worcester, Massachusetts



SET IN TYPO SHADEO STRATHMORE ORNAMENT LITHOTONE BRASS RULE

Dear Sir:-

Very likely there have been rorders when you have said to yourself - "Thy the dissiling of the said of the same fun out of life that he did in his clar years." Poor old exploded idea!

I, for one, am glad that it IS a splod d idea. A man should be a good but old retained before the keon edge of onions to the line. Of the line of the keon that the is a limit to the line of the line of the transfer with help line of the line of t

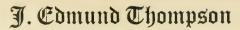
For year? my time like end vot it to the study of just one thing - Till I FIS DINTE. I nerot refer to the understanding the study of just of the till interpretation of the study of just one that the study of just of the study of just of the study of just of the study of just one that the study of just one the study of just one the study of just one that the study of just one that the study of just one study of just one the study of just one study of just one the study of just one study of just one study one study

What I to the router little time, no dist, no elsence from busines, no give up of courted planes. Its effect on a missishing serve the effect on his body. There is not a malivity the uld not be benefited by it.

Just mail the enclosed card and let me tell you about it.

Sincerely,

§87



Worcester, Massachusetts

n_-n

SET IN CLOSSTER BLACK STALIAN BAND MONOTONE BORDER

Dear Sir:-

I don't dare tell you the full truth - you would not believe 't. I vould i't have believed it a few years ago; but I tried ry plan on ryself first - here is what it did for me:-

I could not buy a dollar's worth of lin. The ce. To-day I and a coll superb health that is a local octors call me a "pricet risk."

This, is the other baselite faith, I be an to teach others to him to the door such and a for yself - the RIGHT had for it. Not symmastic "that," but eversise in a refer to the conception of the crd. Gentle, natural may be that divelop your great VITAL WISCLES - for the hear, lung, liver, bowels are muscled - so they can perform properly their functions - Dynamos that supply their full man-nower.

What has been the result? Ask any of the hundreds of men - cantains of industry and leaders in the professions all over America - who have received such priceless benefit from my do roughly that they have given me permission to use their names as references.

But I ack you to take no man's word for it - I offer you the chance to convince yourself that refreshing sleep, a sould direction, strong lungs and heart and nerves, a clear mind, broyant spirits, vigorous muscles - the perfect health you may no longer know, is within your grasp.

I con't expect this letter to convince you - but if you are interest if I shall be glad to send you y book, "Human Energy," frue and vithout obligation on your eart. You will find it at rtling, yet obviously true; and it tells how you may test the value of my plan in your own particular case without risking a single penny.

May I request you to post the enclosed card before it is mislaid?

Yours very truly,

J. EDMUND THOMPSON

WORCESTER, MASS.



BET IN ENGRAVERS SHADED DELLA ROBBIA ORNAMENT

Dear Sir:-

After playing bridge the other night, so e one at the table surt of good tricks. You have a first the pare? So the table is the first the table surt of the se," and take a good tricks of the table surt of the se," and the ingreeous of the second of

Well sir, and ald '7 thought a in 1 had taken place, to have some their fact; but he to the to stogether and the to strain takes, to make out, "or Heaven's and did you to it?" It is to be to the total of the total

"Dd it with J leart and lear," s in I, ... on only seemed to it there worse. "There's nearly to the temporal partial and the seemed to being stronger to the rely and the respection of the seements and the seements are seements and the seements are seements and the seements are seements and the seements and the seements are seements and the seements and the seements are seements as the seements are seements as the seements are seements and the seements are seements as the seements are see

And the instruction of incompared to the instruction of the control of the contro

I ald like to tall you contine to the tricks but remarks and it is a contine or or obligation or part is a contine or tall the contine to the contine or tall the contine to the contine or tall the contine o

Yours very truly,

J. EDMUND THOMPSON WORGESTER MASSACHUSETTS

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

Dear Sir:-

Soci after seven every morning I get to my desk; at noon o across the street for a horized lunch; along toward six o'clock I quit ver, not because I'm fun ry - I a new r tire.

I can't spars the till to walk hor; I is variably ride both ys. This is a first year, the research years. I do.'t taltolist of year of years. I do.'t taltolist of year of years. Yet by most sare as hard as such and a in literally perfect health.

I have for otten what it is to have indigestion or headaches, or fulle, in your day's vorthealthe cool of the full and the full in the strong of the full indicated and the fullest the fullest and hits the pillow.

But please in 't avy me for being born with " uch a wonderful co titute and disposition." I want. I used to roll a roll and and any of a so I was what is publicated "all in," to such a extent that I couldn't by a woll r's orth of live insurance.

I admit the change is worderful - almost meraculous, consider gets from the Lagranger term of a possible from the control of t

I also cort in I can do the sale thing for you, that I am willing to also the test to you. But all I am asking in the letter is an assion to buy to facts before you without say use or obling them.

And if you are in any ray distantisfied with your paysical condition, please post it nov.

Yours very truly,

[430] §87

J. JOHN BUZZELL, General Director

"The Right Place for Your Boy"

C. P. BUZZELL, M. D., Resident Physician

CAMP NOKOMIS

IN THE WHITE MOUNTAINS



SET IN STUDLEY AND EXTENDED STUDLEY INDIAN BORDER

Conway, N. H.

Dear Doctor: -

Realizing that many parents would like to place their boys in a small select surer cap where careful or it reation is given to the health and developent of each vidual boy, Camp Nokomis has been founded to carry out this idea.

I and my associates, all of whom are entiled tic lovers and accomplished students of out-door life, will enlighten the boys in a practic lend in this free open book of Nature which is so elabor to and veri let this particular region. The location and led rahip to the secures an atmosphere "rich in mental and physical unlist."

The number of boys will be limited so that it is a under the present care and gid not of the discretion of the relation of the relation, in a feeperial value to the boy not of any or since a district relation of the relati

If you do in to sow-for your lf or fri -mor of the n turl out of C
per o lit's of the call, all of the call of t

Very truly yours,

D. ARTHUR BOWMAN & COMPANY

THE HIGHEST RATED
SECURITIES

BONDS

WE BUY AND SELL ONLY
THE BEST BONDS

SET IN COMSTOCK, COMSTOCK CONDENSED, LIGHT COPPERPLATE OUTHIC AND LIGHT COPPERPLATE OUTHIC CONDENSED AMERICAN TYPE FOUNDERS COMPANY

THIRD NATIONAL BANK BUILDING

SAINT LOUIS

Dear Sir:-

Raplying to your valued inquiry, we take pleasure in mailing to you under separat cover a copy of our brochure, "The Trend of Investments."

A careful reading of this booklet will, we believe, convince you of two things: First, that the julicious and profitable investment of only, hile essentially a banker's business, is ToT, as many persons seem to think, shrouded in the least mystery nor frau ht with undured; moord, that of all the various forms of investment a well-secured bond is the most desirable.

We have endeavored to take these points of the showing the relative importance of the four electric which constitute any investment - the SCULITY, the ILCOMP, the MARKETABILITY and the POCLIBILITY of APP' CUIATION. As illustrating how these four electric are none perfectly balanced
in a well-secured torusthan in any other for of investment,
we have selected, for specific treatment in the booklet,
four typical bond issues can racing the functional, the Railroad, and the Public Utility Corporation types, explaining
briefly their various advantages to the over ge investor.

It goes almost without saying that the first - the fundamental - consideration of ATT investment, whether it be a bond or anything else is - SATETY. All other considerations are of minor importance compared to this one. But to determine with any degree of accuracy just what constitutes a

proper degree of safety which is at the same time compatible with a satisfactory income yield, and which does not require the sacrifice of too grat a dogree of "arketability" - prompt convertiality into cahe and "possibility of increase" requires a praint at a knowledge - not of finance, plase har in and - but of the Compatible of the cultiple of the converge investor possesses.

Such information can only be obtained by a nost careful investigation. And it is in this respect that we can be of great their lastroice that y prospective investor. Our organization is on a talk every letail. Under no circumstances will value of the formation of the formation

Kin'll alor coult carefully. You will find it the it is a solution of the court in the court in

That is you for your inquiry, we are

Yours very truly,

§89

D. Arthur Bowman & Company

Stocks and Bonds



Government - Municipal - Railroad - Corporation

SET IN LIGHT LITHO AND ENGRAVERS OLD ENGLISH BOLD

Third National Bank Building

Saint Louis, Mo.

Dear Sir: -

It is, of course, a very simple matter for a man with earr - r to a cu. l t · y.

It is y - tti : i l ro y - reving -- in the truest

series -- v - l a r r . t.

r. c. ro.y dif terrortuities; ys presenti televis. To the roll of actif de cooup, that the to is reaso that sus -- whatever it be -- is in a istalle at the s.

In the fire of all so to of proportions which come to one, he continue that are the theoretical fine to c the relief puri c. - r, ill is the 1 dr, or rince or to 'cc' or this is the ', tell the e' olute were stored to form

ar ar winds -- der er in in -- IS t'e herding of full -- to to ds, book on /, indicate y and the liber only lymps. We invest the funds of others every day in the ar.
We now of the varied conditions urrounding each and

every ch -- I h, actian or could -- who has onej by acquir tor it.

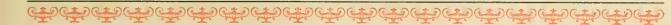
It is our buing to possess that keen, wid, thorough

It is our being to possess that keen, wide, thorough the control of the control o thi .

Il ling you for your past favors and awaiting your reply, e are,

Yours very truly,

[434] **§89**



Title Guarantee and Trust Company

CAPITAL AND SURPLES, STEPRILORO

REAL ESTATE TITLE INSURANCE * BANKING * TRUSTS

176 BROADWAY

New York

SET IN MEMSERS OF THE SODONI FAMILY ITALIAN BANDS POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:

The loss of interest due to delay in investing one's funds is a serious matter. The idlass of your long for a little over five weeks means the admifice of one-tenth of a year's income.

The great de and for guaranteed mortgages during the past route has made it difficult for us to supply you with morteges in sums that exactly et your require ents. To fill this need, we now offer you the first forting to Certificates of the * * * * * *, a Corporate nized under the Booking Department of Now York State and closely affiliated with the Title Guarantee and Truet Company. These continues to are in effect assigned and portion of guaranteed out as and in no respect directions curity. They have the additional advantage that you can invest any count at any time.

We recomed the in every particular and advice you to buy the substitutions of icole and advice you to relating the aining the substitution of all substitutions and advice the substitution of all substitutions are sent out on the first order and advice to the substitution of each year.

Yours very truly,

§90



Title Guarantee and Trust Company

CAPITAL AND SURPLUS, \$15,000,000

Real Estate Title Insurance · Banking · Trusts

SET IN WEDDING TEXT, HEAVY COPPERPLATE GOTHIC AND
HEXYY COPPERPLATE GOTHIC CONDENSES VERSATILE ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

New York

Dear Madam:

Have you in mind the irvestment of a sum of money in a way that will cause it to yield as large an income as possible without any risk? To accomplish this, it is necessary to make a very careful choice of investments.

The perfect investment is one which represents a definite claim on valuable real estats and which is further protected by the guarantee of a responsible guaranter.

First mortgages on improved property in New York City are the best class of security that it is possible to obtain, as they are claims on the choicest and most valuable property in the world. The guaranteed mortgages that our Co pany can offer to you are first mortgages on property in Greater New York and have the payment of principal and interest absolutely guaranteed by the Bond and Tortgare Guarantee Company with its capital and surplus of 8,000,000. During the past eighteen years our Company has sold to investors \$400,000,000 of these mortgages and no investor has ever lost a dollar of principal or interest.

In order to accommodate investors who may wish to invest funds in an amount not large enough to take up an individual mortgage, this Co pany provides the same security in the form of Guaranteed kirst ortgage Certificates. They are in amounts of \$200, \$500, \$1,000 and \$5,000.

If you are interested in investments of this character, we should be glad to have you write us for further information.

Yours very truly,

[436]

Title Guarantee and Trust Company

REAL ESTATE TITLE INSURANCE BANKING, TRUSTS

NO. 176 BROADWAY

New York

SET IN TYPO GOTHIC AND CLOISTER BLACK

Dear Sir:

A short time ago, I wrote you about the value of mort-gage investments. In a great office like ours, employing more than twelve hundred people, it is possible that your reply may have escaped my notice or you may have disregarded my letter because you thought you would not be interested in the subject.

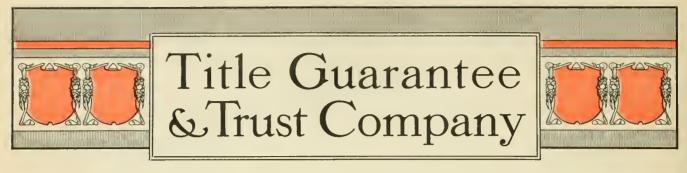
Would you care to read a pamphlet describing New York City mortgages? If you have roney to invest or expect to have in the future, we shall be glad to send you this book but we do not want to do so unless you care for it.

You will fird here mortrage investments for the man who can save 10 per orth or for the ren who has \$100,000 or more to inve t. During the past ei hte years, we have invested for our clients more than 10,000,000 in guaranteed mortgages and not one of them has ever lot a dollar.

We shall be glad to have you call to see us if you are looking for an investment or will sand you that pathlet referred to above if you will write us.

Very truly yours,

§**90** [437]



SET IN STRATHMORE LINEAR BORDER NO. 2 STRATHMORE ORNAMENT

No. 176 BROADWAY

New York

Dear Sir:-

When we originated our plan to enable people to invest in first ortrages on New York City real estate by \$200 certificates furchasable at the rate of 10 per routh, it was an experiment. In New York City, where our business was already well known, we knew the plan would succeed. We were not so sure of the rest of the country.

We can now say that the public has approved these certificates. They have been sold in allost every state in the Union, in France, in South America, Panama and even in the Sandwich Islands. There are people all over the world who want an absolutely safe investment that brings in a good return.

We have written you three letters about this savings plan but you have not thought best to avail yourself of it. Is it because, now that you know the details of our plan, it does not interest you? If a plan that saves 10 per month is too small to attract you, we would remind you that we have mortgage certificates in amounts of \$1000 and \$500 or the \$200 certificate can be bought outright if you desire.

When you look back over your own efforts to save money what do you find has been your success? You have perhaps succeeded in keeping the money safe and having it earn a very small rate of interest but on the other hand many a man has "invested" his savings in something, where to-day he can

get back his money only in part or maybe not at all. Perhaps you have not saved any money. That is what seems to happen now-a-days to most people whose income is only moderate. There are so many pleasant ways to spend money. Will your financial condition be better ten years from now, unless you get some one to help you save?

Many men and wo en who are living on salaries and those income seems as ural, do not stop to think there they could be if the firm or comeny for which they are working hould find its business less profitable and find it necessary to discontinue tusiness or to do without so e of its old the enployees. There are many families that have not laid up enough to direct the through the enough to discontinue the salaries and the could necessarily elapse before fire dial rearrange ints could be made.

There is nothing that makes a man so independent as to have some money put a may to take coro of him and his family when hard times come. If you can spare 10 a month no, there is no better use for it than to ake provision ar in t trouble that my coming future. You will now rest thaving sent us the initial 10 to start a moving plan that pays you 4-1/2% interest and where your money is absolutely safe.

Yours truly,

TITLE GUARANTEE AND TRUST COMPANY

CAPITAL AND SURPLUS, \$15,000,000

REAL ESTATE TITLE INSURANCE BANKING * TRUSTS

176 BROADWAY

NEW YORK

SET IN MEMBERS OF COPPERPLATE COTHIC FAMILY COMSTOCK CONCENSED MONOTONE BORGER AMERICAN TYPE FOUNCERS COMPANY

Dear Sir:

We are glad that you have written to us for a copy of our pamphlet "The S fe W y to S ve." It gives us the opportunity to say our thing to ou that we cannot say in a general advertis acnt.

First of all the * * * * * * Company is entitled to your confidence. Corrain bisin. i. to examine and guarantee titles to property in the righborhood of New York City and we are very proud of our record, our nood work, our good name and the absolute confidence of our clients. When we recound that you may a counity, it is because we know that the eight possible callet fion of circuistances that can prevent your atting your only back or receiving your interest when it is due. If you do not know our Company or the trustees and officers when it is due, if you can, by inquiring of any bank or trust commy, find out about us. You will see that we stand in the front rank of New York financial institutions.

The accompanying partitlet tells its own story. Your first impression may be that the outcome offered is not large and that we make no very glowing and unusual claims. The moderation of our problems indicates the real value of our goods. People who have bad things to sell, often have no trouble whatever in selling than. Gold bricks seem to be a most negotiable security. This, of course, is because of the promises that are halo of the course, is because of the wise, they problem too make. Problems are going to deceive you in that they are selling you, have no objection to making most extravagant representations as to the merits of their commodity.

We have been in business for twenty-five years and shall be on Broadway for many score of ye rs more, ready to make good all our promises. Up to date, we have done so. Any prudent and well posted advisor will tell you that the rate of interest provised in this paphlot is the highest rate that can be safely and vithout a link that in too great for you to take. The followed that are offered you in connection with Now Your real estate entry rises by pay 6% just as long as times are prosperous and business is good, but the return for safely invest more y is getting less every year, and while you may get your 6% for a while, in the long run it is quite possible that you will be your principal. It is very hind for purely to learn except by experience. It is too ad if you must lose one or two hundred dollars before you find this out.

Our advice to you is to take a trial of our proposition. It is a small matter to you at a stall matter to us, but the \$10 per month will probably but a different you do not send it to us. If you do, it ill core back to you when you need it most, perhaps, and vite a large interest ecrain as the careful investor, not speculator, expects to get.

The irv stment which . offer you is exactly the kind cho n by rs. Lotty Gran and rs. Russell 5 for their million d the vry rich, and lift, in they into be absolutely sife. the conful nd appropried investors choice this sort of a curity, their example is one that you will be wise to follow.

Very truly yours.

NATIONAL SECURITIES COMPANY

50 STATE STREET

BOSTON, MASS.

BET IN COMSTOCK CONDENSED AND BLAIR

Dear Sir; -

The number of safe deposit boxes rented in our new building on * * * * * * Street since December is gratifying proof that those who visited our armor-plate vault during the week of inspection were impressed by the security, the convenience and the comfort afforded patrons in this department.

Many of these new customers were people without safedeposit boxes, who had never before realized the tremendous safeguards provided for valuables in a modern safe deposit vault. Others, renters of boxes in other parts of the city, were influenced not only by the security afforded, but by the light, attractive quarters, the comfortable and convenient private rooms and the unusually accessible location of the building.

Whether you have stocks or bonds to protect, you have at home or in your office papers and valuables which, if lost or damaged, could be replaced only at great inconvenience and by the expenditure of tile and money. Their safety is a matter for serious consideration. Wouldn't it be worth the cost of a safe deposit box to know that these things were secure beyond any possible loss or damage from theft, fire or flood?

We offer you absolutely modern safe deposit vaults at our * * * * * buildings. One of these offices is sure to be conveniently accessible, and we shall welcome your inspection of the facilities provided.

Very truly yours,

[442]

The National Securities Company

HARRY N. SHERMAN President



Financial Experts



B. F. GILBERT Treasurer

CHELTENHAM WIDE AND CHELTENHAM ITALIC VERSATILE ORNAMENTS AMERICAN TYPE FOUNCERS COMPANY

> 50 State Street Boston, Mass.

Dear Sir:-

One hundred years from to-day, there will probably not be one hundred persons who are now alive, still breathing the breath of life.

But if you take a valuable paper, to-day, and lock it in a Box in our Safe Deposit Vault, it may easily remain safe and undisturbed for centuries to come.

It is built stronger and with more time-defying devices than many structures that have stood for thousands of years.

It is built not only to defy time but fire, thieves and accident. It is a rock-bound, steel-bound fortress.

All of its strength and safety you can make use of by the rental of a Box for a trifling sum per year.

It offers you the cheapest insurance known.

For valuable papers, securities and documents, it insures against fire, theft and accident.

Its service is worth a great deal, but costs very little.

A Box can be opened only by yourself or those to whom you give permission, and it is accessible at all times during business hours.

Let us show you the great convenience and use of this modern fortress and stronghold.

Very truly yours,

FIRST NATIONAL BANK AUGUSTA, MISSOURI

SET IN BRANDON AND BRANDON OOTHIC AMERICAN TYPE FOUNDERS COMPANY

De r Sir:-

In 1 ordinary course of eve ts, nearly everything that man is eventually lost through accident, destruction or neelect.

It is only possible to preserve valued things by the greatest care and precaution.

In modern life, he ever, a way has been evolved by which volume things ray be preserved indefinitely without fear of los.

That my is by the use of the modern Safe Deposit Vault.

Built of solid raserry, concrete and steel, e uipped with to lock and the stringenius divides to contents, it differ and thieves and accident for generations and even centuries.

No one o possesses securities, v luables or valuable papers orth preserving is just to rimself who fail to take advant ge of this modern means of safety and security.

We say this as a preliminary to the state and that this Bank offers you the security of one of the best modern Safe Deposit Vaults, equipped with every device to make it secure.

You can rent a Box, large or s all, for a trifling sum, compared ith the service it renders you, and although the constriction of the vault cost a moderate for tune, you can have prictically the same use of it as if you oned it all. With your own private key to your Box, inacc ssible to any one else, the door is open to you at any tile during business hours.

We will be very happy at any time to show you our Vault and its accommodations, and to explain to you how useful you will find it.

Yours very truly,





PEMBERTON NATIONAL BANK

ATLANTA, GEORGIA



SET IN BOLD PEN PRINT VERSATILE ORNAMENTS

Dear Sir:-

Our Safe Deposit Vault is as strong, or stronger, against thieves and fire and accident as is a battleship against the projectiles of an enemy.

Its walls of steel and the strongest masonry, offer absolute security and safety for your sec riti , all bl s and valuable papers; and in one of the boxes therein, they may remain without risk of loss for a century, if ne d be.

Outside of such a receptacl, there is not a mi ute of any day when the things you prize most are not liable to loss or destruction.

YOU OUGIT OT TO TAKE SUCH A RISK, AND YOU ARE UNJUST TO YOURSELF AND TO YOUR FAILY, AND OTHERS, I DOING S.

This is especially the case han e offer to you the security, safety and accordation of a Vultue of a scribed above, in which, by the rental of a service of fling sum, you can have practically the eservice of you owned the whole of it.

We will be proud to show you our Vault any day during business hours, and are sure you will agree with us a to the service it on rining you.

Very truly yours,

§**91** [445]

97. W. Flalsey & Co. Bankers

49 WALL STREET

New York

BET IN TYPO SHAGEO AND BLAIR AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Every one concerned with the investment of institutional or private funds in "solid" securities, - where the principal is amply safeguarded - the yield reasonable - and the market broad and dependable, must be interested in "Savings Bank Investments."

The nature of Savings Institutions and the character of their business requires the exercise of the greatest caution in the making of investments.

Quite naturally, therefore, our compilation of the statutes of the various states governing investments of Savings Banks in Bonds, have come to be regarded by many financial institutions, trustees and private investors as a valuable guide in the selection of investment securities.

Second edition of the booklet just published. Would you like a complimentary copy?

Use enclosed card.

Yours truly,

[446] §92

NEW YORK CHICAGO

N. W. HALSEY & CO. BANKERS

40 WALL STREET
NEW YORK

BET IN TITLE SHADED LITHO AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

Would you like to have us put your name on our mailing list (without cost to you) and occ sic.ally send you descriptive price lists and printed information on high-grade Municipal, Railroad and other seasoned market bonus?

Banks and investing institutions of every description depend upon the for accurate information. They are even more valuable to the information enjoyed by the financial officer.

If you have al,000 or lore, to invest, or e b ct to have within fer months, these descriptive lists with quotations and practical counts direct from the financial center will be found useful.

This serving it off range under the reception of a siling you with the electrical line to at facilities enjoyed by our clinits. Consult your on ankers as to our stinity, and under the consult of receptions.

Yours very truly.

§92 [417]



N. W. Halsey & Company

Philadelphia New York

SET IN POST MONOTONE NO. 2

VERSATILE ORNAMENTS ANERICAN TYPE FOUNDERS COMPANY

BANKERS

San Francisco Chicago



49 Wall Street New York

Dear Sir: -

Traversing a rich agricultural territory - a pioneer line of the Central West - the * * * * * Railroad stands to-day as a conspicuous example of American Steam Road development.

Successful from its start in 1861 - it has never failed to meet its fixed charges - and for forty-one years has paid substantial and regular dividends to its stockholders.

To-day - its bonds are favorably regarded - are widely held - and at prevailing prices are undoubtedly among the best values in the present market.

We have conducted a thorough inquiry into the operations of the Company with particular reference to the status of the to principal bond issues. This "pamphlet" has inspired many favorable comments from railroad officials and financial officers.

Sign and return enclosed card, if you would like a complimentary copy, including map of the system.

[448]

Yours truly,

E. H. ROLLINS & SONS

Investment Bonds

No. 200 DEVONSHIRE STREET Boston, Mass.

SET IN MEMBERS OF THE CHELTENHAM FAMILY LINEAR BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: -

On or about May 3, 1912, we shall offer our clients the opportunity of subscribing to an issue of First Portgare forty-year six per cent gold bonds, at a price to yield nearly six per cent.

At date of writing we are not at liberty to give you further particulars, other than to say that these bonds are secured by First Lortgage on the property, rights and franchises of a prosperous Lublic Service Co pary, s rvirg a rich region in Central California, and that the protection offered to the bord holder by the provisions of the ortgage and the value and earnings of the property are in full accord with our high standard of requirement.

Our San Francisco office is bringing out this issue of bonds and the California arket will absorb ost of them. We have, ho ever, in the interests of our eastern clients, persu ded our San Francisco office to allot us a share in the offering.

In accordance with our practice, our customers will receive the particulars tood y in advance of the public offering. If you is how to steed the sale opportunity to you, we shall be very plood to do so on reclipt of the enclosed card. This card is top don'd bear your note and ours. All that is not so you to do is to put it in the mail. You sill then receive advance pusticulars of an unusually attractive offering.

Very truly yours,

§93 [449]

SET IN MEMBERS OF THE CHELTENNAM FAMILY FIRECRACKER BORDER POOLE PRINTING CO., BOSTON, MASS.

Pittsfield, Mass.

Fellow Members of the 150th Anniversary Committee:

The tentative plans for this big celebration, that will do so much for Pittsfield, are new well under way. They include religious and historical exercises in the churches on Sunday morning, July 2, and an address by President Garfield of Williams College at the citizens' mass meeting in the afternoon.

Monday is to be Historical Day, with dedication of historical boulder, singing by school children, Grand Historical Pageant in the afternoon and a historical oration by Ex-Governor Lo.g in the evening.

On Tuesday comes the 4th of July Colebration, with the three aeroplane flights conducted by a Curtiss aviator, the big Civic and Colercial parade, larger by far than anything ever attempted in this city before. 1,000 school boys in khaki suits and caps will march in this parade. Lots of music, twilight drill by Militia at sunset on the common, big display of fireworks in the evening.

All this will cost \$10,000. The city has appropriated \$4,000 - that leaves \$6,000 for your Finance Committee to get. Before we go to the public asking for funds, it has seemed wise that we should first ask every member of the sever 1 con ittees, who will, to subscribe \$10. If every member do s this, it will assure at once the success of the undertaking and give the Finance Committee something tangible and convincing to go to the general public with, for it will show that the con ittees have faith in this great enterprise for the good of the city.

Please, therefore, fill out one of the enclosed blanks and send it to the chair at before Thursday evening, May 18, as it is absolutely necessary that he should know how much can be expected from our committee men.

Yours very truly,

P.S. If \$10 is too much, please fill in what you think right, and return before Thursday.

[450]

4th of July Celebration 4th and 150th Anniversary

On July 2nd, 3rd and 4th, 1911

MAYOR KELTON B. MILLER, Chairman Ex-Officio



The Founding of Pittsfield, Mass.

SHERIFF JOHN NICHOLSON, Chairman

GEORGE H. COOPER, Treasure

Dated

BET IN CHELTENHAM BOLD EXTRA CONDENSED FIRECRACKER BORDER CHAP-BODK QUIDON MERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

About a week ago, we wrote all the members of the 150th Anniversary Committee, asking them to send as soon as possible their check or pledge to the Finance Committee, that we might know how much to ask the public for, when the general canvass is made beginning June 1.

120 members have either sent their checks or pledges up to date. We know that you have many things to do; we would ask if possible that you take time to fill out the enclosed blank and mail within the next few days.

This is a big undertaking - it will be a big celebration and a big thing for the city of Pittsfield.

Thanking you in advance, I am, for the Finance Committee,

Yours very truly.

AN ELABORATE FOURTH OF JULY CELEBRATION, JULY 2nd, 3rd and 4th, 1911



150th Anniversary of the Founding of Pittsfield



Mayor K. B. MILLER, Chairman Ex-Officio

Sheriff IOHN NICHOLSON, Chairman

G. H. COOPER, Treas. WM. F. FRANCIS, Sec.

SET IN BEWICK ROMAN MISSION TOYS POOLE PRINTING CO., BOSTON, MASS.

Pittsfield, Mass.

Dear Sir:-

It's the beginning of the last week previous to the 150th Anniversary Celebration of the Founding of Pittsfield.

The Finance Committee has yet about 3,000 to raise. The money has come in very freely, and the subscriptions have been most liberal. The beauty of it all has been that everybody has given just what he pleased.

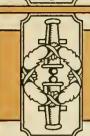
The Committee is anxious to have all the subscriptions sent in by Thursday of this week if possible, and if you are planning to send one, will you send it this week that the bills in connection with the celebration may be paid promptly when presented?

This is the biggest get-together movement Pittsfield has ever seen, and will be far-reaching in its good results.

Yours very truly.

[452] 894

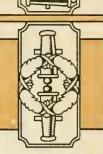




Fourth of July Celebration

150 Anniversary

of the Founding of Pittsfield, Mass.



On July 2nd, 3rd and 4th, 1911

SET IN CONDENSED FOSTER AND CONDENSED WEBB CELEBRATION BONDER MERCANTILE BONDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sir: --

The 150th Arniversary of the Founding of Pittsfield comes July 2, 3 and 4. Elaborate preparations are being made for it. Sunday, the exercises in the church s, public meeting in the afternoon and evenin, and address by President Garfield of illiams College. ond y, the dedication of the Easton ' orial, the big Historical Parade, the Loan Art Exhibition, the Ho egatherin , and address by Ex-Governor Long. Grand electric display at the Park Wonday evening.

Tuesday is the safe and sane 4th of July, and the finest Civic and Com erci l Parade ever held in Pittsfield will take place. Te only C rtiss a roplane flight ever held in Western 'as ach tts co es on Tuesday. There will be beautiful docor tio s, lot of real music, magnificent firevorks and best of all, we ask the men and wo en, boys and girls of the city to ent r into it all with us, thus making them f el that they are a part of this growing city.

It will r q ire over 10,00 for the thre d ys - the City h s appro riated , 00, the Elective C ittee has pledg d over 2,00, and the souver and other sources of inco e will giv r rly 1, 0 re. le n d to raise over \$3,000 befor July 2. It will be r cessary for sever 1 people to give 50 each, sev ral re \$100 each, and a goodly n er 50, \$25, 10 and 5.

Will you fill out the enclosed blank and forward to the Treasurer before next Thursday if possible, that the Finance Com ittee may quickly complete its canvass for funds?

Yours very truly,

Jowa Implement Mutual Insurance Association

Office of Secretary, NEVADA, IOWA • MUTUAL PHONE 92

OFFICERS

P. F. ARNEY, President Marshalltowo J. L. FARRINGTON, l'ice Pres, lowa Falla JAMES McCOY, Tress., Colo.

D. M. GROVE, Sec., Nevada

DIRECTORS

J. L. McMAHON, State Center A. J. SOWERS, Bedford A. MAYER, Bancroit HOMER B. PITCHER, Spencer G. L. MILES, Grinnell

Dated

1

SET IN CLOISTER BLACK AND NEW CASLON INLAND BORDER NO. 1241 CMAP-BOOK DUIDONS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

Are you satisfied with the cost of your Fire Insurance?
Would you like to be with a company which divides its
profits among the policy holders?

This is done because this is a Mutual Company and no dividends have to be returned to stock holders as they do in old line companies. The Mutual insurance idea in Iowa is advancing. Time was, but a short time ago, when there were but few Commercial Mutuals doing business in this state.

Now there are many---The Lumbermen, Grocers', Grain Dealers', Hardware Dealers', Druggists',----and more talked of; in addition to these, we have other Commercial Mutuals, and over 150 Farmers' Mutuals. There is now \$617,000,000 of insurance in force in the Mutuals of Iowa, as shown by the last report of the Auditor of State. And why not? They are under State Supervision and must do business according to law. They have saved thousands of dollars for their policy holders and have promptly met every loss and expense.

this Company, in less than nine years, has returned \$38,000 to its patrons. We have up our legal reserve and our debts are paid. We want you with us and a line to this office will bring you any information which you desire concerning this Company or its methods of business. May we not hear from you?

Yours respectfully,

[454]



POOLE PRINTING CO.

Telephone Connection

Writers and Makers of Particular

Advertising

Designers of Fine Catalogues

LARGEST PRODUCERS OF TYPEWRITER LETTERS IN UNITED STATES

SET IN RECUT CASLON, RECUT CASLON ITALIC CLOISTER BLACK ART ORNAMENT POOLE PRINTING CO., BOSTON, MASS.

251 Causeway Street

Boston, Mass.

Dear Sir:-

If you could get a salesman who would see ten percent
more people -- make five or even one percent more sales --

Somebody would lose a job, because it would be money in your pocket to get the new man.

Our form letters will make money for you because they are real personal letters. Those we get out in copied effect are actually copied -- they look just the same as letters you copy in your own copying book.

Don't you want the extra returns these personal letters will bring you?

And isn't it worth an order to prove to yourself that you can get them through us?

For 14 years we've been making good with form letters that get orders. We will help you g t greater results.

Send us an order now, while this letter is before you.

It's to your interest because a delay is going to cost money
you could have in bank.

May we not hear from you by return mail?

Very respectfully.

Poole Printing Company

Designers of Particular Advertising

LARGEST PRODUCERS OF TYPEWRITER LETTERS IN THE U.S.

251 CAUSEWAY STREET

Boston, Mass.

SET IN CLOISTER BLACK AND NEW CASLON POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

Do you know we can help you to make more money -- get more orders and cash -- out of your form letters?

Tremendously vital to your profits, isn't it? Yet it is just as sure as taxes.

The strategic end of a letter is the "fill-in" -- the name and salutation -- the personal element. Why? Because at first glance the reader either believes you are addressing him or knows your letter is not a letter but a circular sent to everybody.

On this one point you win or lose with a great many people. The yawning waste-basket either gets a contribution or you get a reply or an order, or both.

We can offer to help you make money out of your letters because we have perfected a method which makes the "fill-in" a perfect match with the body matter. The letters are just as personal as if written on the typewriter.

You get, as a result, a greater percentage of readers, and that's why you receive more replies -- have more music in your cash drawer.

Don't you think these advantages are worth at least one trial order? And considering the value to you of bigger results, won't it be money in your pocket to send the order to us now -- to-day?

Very respectfully,

[456] §96

Typewriter Letter Specialists

LARGEST PRODUCERS IN THE UNITED STATES

2980
Telephones: 2981 Richmond

251 Causeway Street, BOSTON, MASS.

Dear Sir:-

You can make your f ril ttrs erely "ry" or you comale then bring big r t rm.

And just a a ville in , close -cut sal san et an udience bluau e he control hle in region, of the erf ct form letter, because it is inviting to the eye, the a reling.

Orly a r l letter c 1 i e year pr no iti n per c.lity, and th t i the t vit l t in relial s letters.

Our for tt. 1 1 1 1 1 1 1 1 2 2 2, b c 1 1 th as rflet a a diet t d. fr.

The body is less in the less than are a list to the term in the less than it to the less than the less than the work of your on pin.

Ltu fill year tord room ite you to it of work that the rodly ore poplor the kind that

To at the line of the line of

Yours truly,

POOLE PRINTING CO.

Largest Producer of Typewriter Letters in the U.S.



DESIGNERS AND WRITERS OF FINE CATALOGUES

No. 251 CAUSEWAY STREET

Boston, Mass.

SET IN MEMBERS OF THE BOOON! FAMILY ART ORNAMENT AMERICAN TYPE FOUNDERS COMPANY

Gentlemen: -

Many live, up-to-date manufacturers and retailers are now using mechanically made typewritten letters that cannot be detected from actual typewritten letters.

Why? Because they have that personal element, which is so desirable, and which printed circulars and other forms of printed matter do not have.

Merchants have been spending millions of dollars on miscellaneous advertising which can be classified as buck-shot advertising.

Each one of our letters hits a bull's eye because it conveys a personal message.

That's when a really fine mechanically made letter such as this one is pays well.

If your letters or booklets do not read strong enough to suit you, we will have cur expert writer polish them up. He is practical, not theoretical.

Samples and prices for the asking.

Very truly yours,

P.S. This whole letter, including filling in and autograph signature, was done by our exclusive process.

[458] **§96**

DESIGNERS AND PRODUCERS OF FINE CATALOGS OF ONE OR MORE COLORS, BOOK-LETS, FOLLOW-UP SCHEMES. WILL SUBMIT DUMMIES ORIGINATORS AND DESIGNERS OF UP-TO-DATE IDEAS FOR

Particular Advertising

Largest Producers of Typewriter Letters in the United States

ADDRESSING BY HAND OR BY TYPE-WRITER. AUTO-MATIC MACHINES FOR PRINTING, FOLDING, SEALING COMPLETE LISTS FOR ADDRESSING

SET IN MEMBERS OF THE CLEARFACE FAMILY MONOTONE BORDER

251 Causeway Street

Boston, Mass.

Gentlemen:

Your salesman did not stop to see Jones & Co. b.cause he would have lost half a day on account of poor train service.

How many firms like this are there that have been dropped from your rout, lists or only the at long intervals, and a thousand and one you would like to reach, were the expense not too great for a traveling sales in?

Uncle Sam calls or the every day. Thy not sund your message by him?

That's when a really fine facsimile lettor such as we make pays well.

If your letters or boo lets do not r ad strong enough to suit you, we vil' have care a crt writer polich them up. He is practical, not theoretical.

Give us an omning - 'll fram up strong - we've been getting stronger each of the last fourt en years.

Samples and pric s for the ing. Use enclo ed post-

Very truly yours,

Writers and Producers of Fine Catalogues and Booklets

DESIGNERS OF PARTICULAR ADVERTISING

SET BY THE POOLE PRINTING COMPANY BOSTON, MASS.

251 Causeway Street BOSTON, MASS., U.S.A.

Title 1:-

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t t ll t . You that only kind t t ll . Yad of dut t . of the le . y -- l o of the ly . y t ri i v . e for crest lity.

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Tulv tho yu recircularion continually to the your distriction type to a eyou in vrecinto it to lern to your the "I itation typeritten lettr."

Give s that letter -- let us print it for you -- then, if : , let us fill in, dre, il not on it of he done. , if the relation of the limit of the let of the limit of the let of you -- hat real results you can tell you do it? Send your order to-day, please

Very truly yours,

Writers and Makers of Catalogs Designers of Advertising Matter Printers to Particular People



TYPEWRITER LETTERS

LARGEST PRODUCERS IN THE UNITED STATES

Latest Automatic Machinery of Printing, Folding, Inserting Sealing, Addressing, Stampl



Telephones 2980 2981 Richmond

/ ii:-

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Y tally,

§96 [461]

TELEPHONES RICHMOND 2980-2981-2982

no. 251 causeway street Boston. Mass.

Dear Sir:-

An enterprising corner grocer once filled a quart jar with be 13, placed it in his vindow, and offered five dollars to the purson who guessed nearest to the number of beans it contained.

Many widely differing guesses were registered. But one man bount to a beans, carried them hole, filled a quart jar and then proceed d to count them. He got the five.

That is what we do in laying out a mail campaign-we first count the beans. In other works, make a careful study of each individual proposition and get the facts.

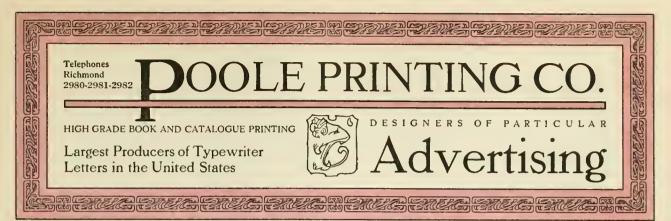
Our seventeen years of experience have resulted in ability to recognize the invertex features of any selling proposition, and have developed some facility in expressing them in an attractive and convircing manner in form letters and follow-up matter.

If you are using letters that have not produced just the result you are looking for, or wish to start a campaign by mail, let us make an analysis and outline a plan for you.

Our personal typewritten letters never fail to get a reading, and we can give you copy that will get attention and win replies.

A personal conference places you under no obligation, and may result greatly to your advantage. Mail us the enclosed card for an appointment.

Yours very truly,



251 Causeway Street, Boston, Mass.

Gentlemen: -

You have been asking yourselves how you could interest additional prospective customers in your goods.

And you have doubtless climinated fro corridoration many of the customary methods--perhaps and the continuous continuous continuous among them--because of the great through involved.

But have you considered -- seriously condidered -- xclusive advantages of "direct" a vertesi ? A ti

through skilfully construct d for . Intt right to be
distingular defree your research type Let receive -- with or without follows, broalets, or of the large large.

If you haven't, we very littly to have the particle of the property with the property with the property of the particle of of the

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Very truly yours,

§**96** [463]

Designers of Particular Advertising

 \Box

Writers and Producers of Fine Catalogues and Booklets

LARGEST PRODUCERS OF TYPEWRITER LETTERS IN UNITED STATES ADDRESSING BY HAND OR TYPEWRITER

POOLE PRINTING CO.

NUMBER 251 CAUSEWAY STREET BOSTON : MASSACHUSETTS

T E L E P H O N E S 2980 2981 R I C H M O N D

7 ntl 1:-

Give, rltms a "srun dorl." Give the temporary to produce the temporary to t

That is a short into vie. Let us place at your service to the place at your sighteen years' experience in the place in the place of our sighteen years' experience in the place of the plac

ke us prove to yourse can, by a careful study of your letter solve a few after tions, substitution, and rearrange units, PLUS a uplication, are frequently all that is necessary to see removed altogether out of proportion to the light results altogether out of proportion.

Car fully read once on the attached Provisional Order.

Then readive y until the advant go is diately of its most

line of the country of the country of the most

cline of us that it will be withdrain June 1.

All that is required is to sign the attached card. Why not sign it--TO-DAY?

Very truly yours,

XXXXXX

Writers and Producers of Fine Catalogues and Booklets

Designers of Particular Advertising

XXXXXX

POOLE

PRINTING COMPANY

251 CAUSEWAY STREET, BOSTON, MASS.

TELEPHONES 2980 RICHMOND

XXXXXX

Largest Producers of Typewriter Letters in the United States

Addressing by Hand or by Typewriter

xxxxxx

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Y-u of roully solet the restriction of the restrict

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V y toly your,

WRITERS AND PRODUCERS OF FINE CATALOGUES AND BOOKLETS

DESIGNERS OF PARTICULAR ADVERTISING POOLE PRINTING COMPANY

Typewriter · Letter . Specialists
251 CAUSEWAY STREET

BOSTON, MASS.

LARGEST PRODUCERS
OF TYPEWRITER
LETTERS IN THE
UNITED STATES

ADDRESSING BY TYPEWRITER OR BY HAND

Gentlemen: -

The old adage "Be sure you're right - then go shead"
is just as good advice to-day as it was fifty years ago with this exception - you can't afford to serd too much
time in making sure, as, while you're comuning, the other
fellow is liable to go shead, and making up a "lost lap" is
a mighty hard proposition and it's unnecessary too!

Of course, you intend to go "ahead" - all you need is the assurance and all we need is the opportunity to furnish it to you.

Let's get together and talk it over.

Yours respectfully,

DESIGNERS OF PARTICULAR ADVERTISING . WRITERS AND PRODUCERS OF FINE CATALOGUES AND BOOKLETS

Poole Printing Company

No. 251 Causeway Street, Boston, Mass. Thomas, Richmond 2980, 2981, 2982

LARGEST PRODUCERS OF TYPEWRITER LETTERS IN UNITED STATES - ADDRESSING BY HAND OR TYPEWRITER

Dated 7

1

SET IN ENGRAVERS OLD ENGLISM BOLD AND NEW CASLON CHAP-BOOK OUIDONS INLAND BORDER NO. 1241 ANERICAN TYPE FOUNDERS CONPANY

Gentlemen: -

Just because Lawson has changed "Frenzied Finance" into "Fair Finance," it doesn't follow that you can put a round peg into a square hole or that gasoline by any other name would be less odious.

But you can get more business -

If you go after it right and go right after it.

We have the ideas - attractive, forceful, sales-compelling - in hargers, slow-cards, foldors and booklets.

But what's the use of specifyin - rather

Let's get together and talk it over.

Yours respectfully,

POOLE PRINTING COMPANY 251 CAUSEWAY ST. PHONES 2980-2981-2982 RICHMOND ROSTON MASS

DESIGNERS - TYPEWRITER LETTERS - PRODUCERS

Gentl n'-

This is letter number three.

not li tor would be occasion for writing sequent lttr.

It wisn't necessary in a nu ber of cases.

vid ntly they were rea y to do business in our line y, t y s t for us to t lk it ov r - ard e c red th ir order.

P rh ps you have our letters on file and intend to see u t an early date.

thope so and -- Horestly! results have nove that ure tyle as convincing - but not half so convincing one of those confired swhere we are obliged to show " is an from issouri."

If it's catalog or booklet printing, if it's sheer rds, alend rs, cut-outs or any other form of printing that you rewire -- and

You want it par excellence

Let's get together and talk it over.

Yours respectfully,

[468]

POOLE PRINTING COMPANY

Largest Producers in the United States of

Typewriter Letters

251 CAUSEWAY STREET BOSTON, MASS. TELEPHONE CONNECTION

Gentle en: -

We all recognize the stre gth of the trui, "A ch in is no stream than its we rest lin " --

-- a d it's qually true that busin ss upbuilding is only as ucc ssful as the methods e ployed.

Adv rtising is as injort at a line a and in the in-

And this thought to close with --

It is not how much you appropriate -- but he will to

sh - ard and p ters, in fact n t i , in t li of print n th t will be bu ins s produc rs r t r y con umers.

If you are open to furth ror of -Let's g t togeth rad tok it r.

Yours r p otfully,

§96 [469]



POOLE PRINTING CO.

251 CAUSEWAY STREET, BOSTON, MASS.



LARGEST PRODUCERS IN THE UNITED STATES OF

TYPEWRITER LETTERS

TELEPHONES 2980-2981-2982 RICHMOND

Gentlemen: -

Here's an axiom that we're going to turn loose because it deserves to be.

It has the ring of soundness and its precept is one that ought to be burned in --

"Man should not be blinded to whatsoever merit exists in the opportunity which he hath in hand remembering that a thousand promises for the future should weigh as naught against the possession of a single piece of silver."

We lifted that bodily from a little booklet entitled, "The Magic Story," and the Success Company, its publishers, are entitled to our appreciation of the overflowing inspiration found within its pages.

There exists real merit in the opportunity to put out sale-inspiring business literature.

That's the only kind we care to put into your possession, whether in the form of catalogs, booklets, folders or show-cards.

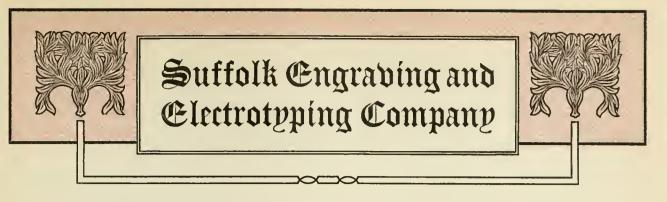
And to paraphrase the axiom given -

Seize the opportunity now and you'll acquire the piece of silver while the other fellows are framing up future promises.

Let's get together and talk it over.

Yours respectfully,

[470]



Office and Plant, 30 E. 21st Street NEW YORK CITY

394 ATLANTIC AVENUE BOSTON, MASS.

SET IN CASLON TEXT AND NEW CASLON ART ORNAMENTS MONOTONE BORDER INLAND BORDER AMERICAN TYPE FOUNDERS COMPANY

Dear Sirs:

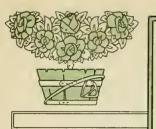
If Bill Jose tells you the moon is made of green cheese you know ' at Bill Jones is a liar, but is it reasonable, because you know that Bill Jones and Mike Snith and a few others of like ilk are liars, to assure that everything that is told you is a lie and that all engravers are liars? We realize fully that you, and every other user of engravings roceive numeral l tters from e grav rs, large is all, East and West, a ing all orts of us. ipported clais as to quality, ability, service, etc. We realize that an engraver with an outfit of the vintage of 1/6 and ideas quite as obsolete can talk j st as loud a d ju t as strong claims as the thorously p-to-date and ll-quiped, co petent engraver. That is why it is hard to talk high vine and arouse i teact y il dit t is way we have t k n the liberty of starting to letter in such a failiar tone, and such plain l , for in, the our unes he been accorplined and your interest roused, we sent humbly apologize.

We are making cert in clairs in the letter, we are stating them a fet and we are not elaborating on them or offering any arguments in support of them. The * * * * * * company is one of the oldest concerns in the United States, it has a national reputation for the quality of its work

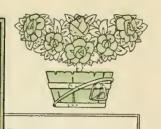
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Trusting that we have accombined our purpose and thinking you in advinction for your only reply, we are Yours very truly.



Suffolk Engraving and Electrotyping Company



New York City, Office and Plant, 30 E. 21st Street Providence, R. J., Office, Industrial Crust Co. Building

394 Atlantic Abenue Boston, Muss.

SET IN WEGGING TEXT STNATHNORE GRNANENT AMERICAN TYPE FOUNDERS CONPARY

ear Sir:-

The initial vary long time masured in hour all minutes, but is possibilities tendays may change the destroy of letter, tear down the upbuilding of ages and put arry the place of years.

The day are we sirt you a portfolio of same 1 proof

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Yours very truly,

NEW YORK CITY
OFFICE AND PLANT
30 E. TWENTY-FIRST STREET

Suffolk Engraving and Electrotyping Company

PROVIDENCE, R. I.

OFFICE
INDUSTRIAL TRUST CO. BLDG.

SET IN CHAUCER TEXT AND MEMBERS OF THE COPPERPLATE OUTHIG FAMILY VERSATILE OF ONNAMENT BOSTON BRETON CAST SQUARES AMERICAN TYPE FOUNDERS COMPANY

394 ATLANTIC AVENUE

BOSTON, MASS.

Le r C r:-

The last tile we note you we lade sime reference to tend it. seld you old for et if you didn't lil the card tend you ago.

re how represented to help memory large. The hope you will ail the card - now.

Yours very truly,

[474] §97

Suffolk Angraving and Alectrotyping Company

394 ATLANTIC AVE., BOSTON, MASS.

SET IN CLOISTER BLACK AND LINING DLOSTYLE ANTIQUE NO. 560 CAXTON INITIALS AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Thirty days but Sot br, Apul, Jone and ove ber, and thirty day have wow ited.

You can't vor -- to the large to the work.

We are cooled to a store set. The set of Setting.

You v ry ,

§97 [475]



The Nevoline Company

SICK ROOM & NURSING NECESSITIES

London, W.

SET IN CASLON TEXT, NEW CASLON AND NEW CASLON ITALIC ART ORNAMENT. MELLO CUT AMERICAN TYPE FOUNDERS COMPANY

Dear dam:-

Your request for particulars of * * * * * * Nursing
Neces Ities is to hand, for which we think you.

Particulars are enclosed, which will we hope be of both interest and benefit to you.

That * * * * * Materials are the best we are convinced and we ask you to prove this for yourself.

Quality and quality alone is the one point on which we make the statement.

Remember that we save you all middleman's profit - and this alone is worth your consideration. * * * * * * Materials have already met with enthusiastic approval and you too can prove their superiority.

Your requirements will receive our prompt and personal attention.

THE NEROLINE COMPANY



SPECIALISTS IN APRON MATERIALS



45 PEMBRIDGE ROAD



AMERICAN TYPE FOUNDERS COMPANY

*

*

图

LONDON, W.

Dear Madam: -

At your request, we forward d you a few days . a booklet de cribin, our Mursin, ocessities, which wing such satisf et on to nurses the world over.

lot h vier heard from you, we take it that you have found nothing to suit your expect require ents; or has you have not yet co e to any decision?

You would no d ubt like to have full r inf which es all be pleased to supply.

Our mat rials re all perfect in every d t 11, -- " ex 1 s of sou d work . hip and reliable .

Your perf ct f't is guaranteed, as all our cutt r experts.

May we all ist you in any way?



Writer of Business Bringing Literature F F Special Designs and Schemes

H. ARTHUR ENGLEMAN

Creator of Business



Nn. 24 COTLEIGH ROAD LONDON, N. W.

ET IN BEWICK ROMAN VERSATILE ORNAMENTS MERICAN TYPE FOUNDERS COMPANY

Dear dam: -

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TELEGRAMS: AUTOTRAVEL, LONDON TELEPHONE: GERRARD, 8045

The International Autotravel Society

THE "MORNING POST" BUILDINGS

346 Strand, London

SET IN CLOISTER BLACK AND TYPO OOTNIC

Dear Madam: -

I wonder hether that cory of "The ' I i Auto" rectly to the request to the reques

In the second in

§99 [479]

The "Morning Post" Buildings

346 Strand, London

SET IN ENGRAVERS DLD ENGLISH AND SCOTCH ROMAN
CAST PANEL PIECES VERSATILE GRNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

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Very faithfully,

[480]

The Facsimile Letter Printing Company, Ltd.

Complete Service for Form Letter Advertisers from Ulriting to Stamping and Posting

Tolephone, Central 14767 (3 lines)
Tolegrams, "Bootndor, London"

6 Tudor St., Ludgate Circus

London, E.C.

SET IN CHAUCER TEXT AND BEWICK ROMAN POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

On long through my files this or ind, I thave not long of your busiess for uit the world of the state of the

I of the prince of the prince

I lm/s glad to hear from you.

The second secon

t or frage, who are yet

Very tr ly y ...,

P.C. The state of the state of

§100 [481]

Facsimile Letter Printing Co., Ltd.



NEW PROCESS ASSURING FAR BETTER WORK

Rush Orders Solicited

DESIGNER AND PRODUCER OF THE HIGHEST GRADE

LITHOGRAPHY



6d TUDOR STREET, LUDGATE CIRCUS Telephone Central 14767. Telegrams "Bootudor, London"

SET IN AVIL ART DRNAMENTS CENTURY BORDER AMERICAN TYPE FOUNDERS COMPANY

London, E.C.

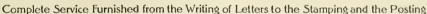
(= = () | = = ic our attrice of recommender. It am a beam, and beam \$8.50 install Improved to the common details continued that the same of the same Your or open county possession and the second arkited and found that the telepine of the Hilly fact the NAME AND ADDRESS OF THE OWNER, WHEN PARTY AND POST OF THE OWNER, WHEN PARTY AND PARTY the feet of the first part of the feet of Interpretation, care are at the comment of the second of the seco eration and the second continue declared a part in the continue of the continue of Experience of the control of the con the state of the state of the first or a secand stiff on a control on the sentions of her it in the clean, or so neary. all 1 ltl lly,

[482]

The Facsimile Letter Printing Co. Ltd.



PRINTING FOR LETTER FORM ADVERTISERS





HIGH GRADE LITHOGRAPHY BY THE NEW TRANSFER PROCESS WHICH ASSURES BETTER WORK AT REDUCED COST

Telephone, Central 14767 (3 lines) Telegrams, "Bootudor, London"

6d Tudor St., Ludgate Circus

London, E.C.

SET IN BULFINCH OLDSTYLE BULFINCH BORDER

Dear Sir:the pull and an arrangement of the pull and the duminor of the second to t Wild the same of t t' no man and the same of the the special series in a series and a series will be series and of the end, the transfer of the end of the e formula representations lii i ar a tran, t - - , ... , ... , ... ar . To per 1981 to water the control of A La product to contract the recommendation from the p , CALLET THE RESIDENCE OF THE PARTY OF THE PAR in the contract of the contrac ce im . We have assembled with a bound of the sales. tigner of the second of the se DOORS SHIP SHIP ...

[483]

Facsimile Letter Printing Co. Ltd.



High Grade Lithography 1973

BY THE NEW TRANSFER PROCESS ASSURING BETTER WORK AT REDUCED COST * ALL ORDERS PROMPTLY EXECUTED



Telephone: CENTRAL 14767 (3 lines)
Telegrams: "EOOTUDOR, LONDON"

6d Tudor Street, Ludgate Circus

London, E.C.

SET IN CLOISTER BLACK AND NEW CASLON STRATHMORE ORNAMENTS

D r Sir:-

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U. Promadv rtill and ordinary circulario. 7

choose, every advertise to you not to be a presented to record to the present to the present to the present the present to the present the pr

A reference of such an Adverti in S rvic!

A reference of such an Adverti in S rvic!

A reference of your to hear

The such accompanying card, we sail be

The such accompanying card, we sail be

it yo r ruly with considerable interest.

ABOVE MORTON'S, OPPOSITE WOOD STREE

Royston & Crowe

Ladies' and Gentlemen's Tailors

39. CHEAPSIDE

London, E.C.

SET IN INLAND COPPERPLATE AND TYPO OOTHIC LITHOTONE BRASB RULE ANERICAN TYPE FOUNDERS CONPANY

Dear Sir:

You fill find in eaccoming and a leaflat, two pithons of cloth, in it is carefully, you will agree with us to me to a distribution.

On the in ide middle fold is our rain.

Please red it. It is no ear to be at the control of air and it is high earth to the control of air and it is high earth to the control of air and it is high earth to the control of air and it is high earth to the control of air and it is high earth to the control of air and it is high earth to the control of air and it is a control of air and air an

The non the back of the filt in the first tion - an unolicit d letter of a main time - ar clients.

this litt r, and that it is to the samples, or call on y a p

Now will you do it, and do it to-d y?



RICHGOODS

The Celebrated Mail Order House for Cocoa Coffee, Tea, Chocolate, Etc.

Abchurch House, Sherborne Lane

SET IN PASST OLDSTYLE AND PASST ITALIC MISSION TOY TRICKY RORDER AMERICAN TYPE FOUNDERS CONPANY

London, E. C.

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Practical Correspondence College

Training by Correspondence in





Poster Designing; Commercial Art; Journalism; Press Photography; Advertisement Writing.

Thanet House, 231-2 Strand, London, W. C.

SET IN PASTEL BOLD SERIES BARNHART SROTHERS & SPINDLER, TYPE FOUNDERS.

D ar ' :-

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Color, we had be guilty of in ratitud. From hower
local venor ore than ever - the aid of so suid
frie dial.

it' t the extraordinary progress at rolls the velocity such wide a dintimate acquintance with polloc, oditors, printers and advertisers.

is op is the door of employment to the stunt for we review applications for trained workers than are ever vilade.

E cl of our teachers is an Expert of International Reput, all his percoral attention is devoted to the trient for the finite of the Cours. By merian the ent of the capacities of story the limit of the capacities of story the limit of the capacities of the very trient of the very one of our story trients to the violation of the

[488]

Why not decide to turn your talents to practical account in this New Year so full of splendid possibilities? Will you not write me on the important questions raised in this letter?

Please remember I am here to help you, and believe me to be,

Very sincerely yours.

P.S.

Enclosed little "Me ory Tickler" card will in ret you. Stand it where you can occa io ally seit, it sest surprising way of still alating one to lake the most of one's time.

P.P.S.

In case you should like to do Black-and-White work before studying Post r Designing I send you particulars of the "Black and White" SCHOLARSHIP.

There is no Entrance Fee and full payment for the Corrse is only completed when you have earned at least \$10.

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Mr. * * * * * * will examine them promptly and if you are awarded a Schol rurip I will advise you by return of post and no time will be lost so that you may be gin to derive the benefits of the Course at the carlinst possible moment.

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